Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

AUGUST 20-26, 1956

VOLUME 8 NUMBER 34

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday thru Thursday(20-23) - REPUBLICAN PRESIDENTIAL CONVENTION

ABC- Daily Schedule: Mon, 2pm to approx 4pm EDT, 7pm to approx 10pm EDT; Tue thru Thu, 6:30pm to approx 10pm EDT; all times subject to change; LIVE ABC remotes and pool coverage via KGO-TV(San Fran), 83 stations live. § Sponsor- Philco Corp thru Hutchins Advertising Co., Inc(Phila); Comm Anncrs- Frank and Grace Albertson, Ray Richards, Doris Van Treek, Carl King. § Pkgr & Prod- ABC News and Public Affairs; Chief Dir- Marshall Diskin; Operations Chiefs- John Daly, Thomas Velotta, Francis N. Littlejohn, Donald G. Coe. § Telecasts of the activities at the Republican Presidential Convention in the Cow Palace, San Francisco, and at headquarters hotels. All network programming during the time periods listed above, including programs bordering the scheduled periods, have been pre-empted for convention coverage. John Daly heads the ABC group of newscasters and commentators covering the events.

CBS- Daily Schedule: Mon, 2pm to approx 4pm EDT, 7pm to approx 11pm EDT; Tue thru Thu, 6pm to approx 10pm EDT; all times subject to change; LIVE CBS remotes and pool coverage via KPIX(San Fran), 174 stations live. § Sponsor- Westinghouse Electric Corp thru Ketchum, McLeod & Grove, Inc(Pitt); consumer commercials thru McCann-Erickson, Inc(NY), industrial commercials thru Ketchum, McLeod & Grove, Inc; Comm Anncrs- Betty Furness(consumer), Walter Brooke(industrial). § Pkgr & Prod- CBS News and Public Affairs; Operations Chiefs- Sig Mickelson, Elmer Lower, John F. Day, Paul Levitan, Dallas S. Townsend, Jr. § Telecasts of all activities in connection with the Republican Presidential Convention in the Cow Palace, San Francisco, and at headquarters hotels. All network programming in convention time periods has been pre-empted. Walter Cronkite is "anchor man" for the CBS newscasters and commentators.

NBC- Daily Schedule: Mon, 2pm to approx 4:30pm EDT, 7pm to approx 10:30pm EDT; Tue thru Thu, 6:30pm to approx 10:30pm EDT; all times subject to change; LIVE NBC remotes and pool coverage via KRON-TV(San Fran), 140 stations live. § Co-Sponsors- 1) Oldsmobile Division, GMC, thru D. P. Brother & Co(Detroit); 2) Sunbeam Corp thru Perrin-Paus Co(Chi); 3) RCA Victor Div, RCA, thru Kenyon & Eckhardt, Inc(NY). § Pkgr & Prod- NBC News and Special Events; Operations Chiefs- Davidson Taylor, William R. McAndrew, Barry Wood, Arch Robb, Julian Goodman. § Telecasts of all activities in connection with the Republican Presidential Convention in the Cow Palace, San Francisco, and at headquarters hotels. Net programming during these periods is pre-empted. Chet Huntley, David Brinkley and Bill Henry head the news and commentary staffs.

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Monday thru Thursday(20-23) - REPUBLICAN PRESIDENTIAL CONVENTION
NETWORK POOL- Six cameras on convention floor directed by Bob Quinlan(CBS).

Saturday(25)

ABC- 11am-12:30pm EDT; SPECIAL; Red Goose Kiddie Spectacular; LIVE from KSD-TV (St. Louis), 38 stations live, 35 kine. § Sponsor- International Shoe Co., Friedman-Shelby Div (Red Goose Shoes) thru D'Arcy Advertising Co(St. Louis); Acct Exec- Ray Spencer; TV Acct Rep- Marek Windheim. § Pkgr- D'Arcy Advertising Co(St. Louis); Prod- John Hyatt; Dir- Matt Harlib. § Johnny Olsen is m.c. for this telecast of the St. Louis Zoo's famed animal shows; with 10-year olds Beverly Lunsford and Tommy Roemer who will accompany Olsen on his walk to the various arenas and ask questions of the animal trainers before each performance. The three zoo shows are the chimp show, the elephant show and the lion and bear act. This is the first of three different programs in this series, each originating in a different place, with the next two scheduled for the same day and time on Oct 6 and Dec 8.

CBS- 5-5:30pm EDT; SPECIAL; Saratoga Handicap; LIVE via remote to WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS Sports(NY); Prod- Judson Bailey. § Telecast of the $50,000 added Saratoga Handicap for three year olds and up at Saratoga Springs Track, N. Y. Bryan Field will describe the race, with Chris Schenkel handling the color and winner's circle ceremonies.

Sunday(26)

NBC- 10-10:30pm EDT; RETURN; The Loretta Young Show; FILM from WRCA-TV(NY) & KRCA-TV(LA), 95 stations net, 13 quick kine, 39 delayed. § Sponsor- The Procter & Gamble Co (Tide, Camay, Gleem); Tide and Camay thru Benton & Bowles, Inc(NY); Acct Exec- P. T. Giffen(Tide), Ken McAllister(Camay); Comm Anncr- Bob Dixon; Gleem thru Compton Advertising, Inc(NY); Acct Exec- William Stewart. § Pkgr- Lewislor Films, Inc., at Goldwyn Studios, Los Angeles, Calif.; Prod- John London; Assoc Prod- Jack Murton; Dirs- Various; Music Superv- Harry Lubin; Dir of Photog- Norbert Brodine; Story Ed- Ruth Roberts; Writers- Various. § Loretta Young is hostess and star of many of the films in this dramatic series, with occasional guest stars featured. The program succeeds its summer replacement Man Against Crime (last show Aug 19) in this time spot.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS & NBC- None this week

OTHER NETWORK CHANGES & ADDITIONS

CBS- Climax! (Thu, 8:30-9:30pm EDT) Victor Wolfson appointed associate producer, with Anthony Barr becoming assistant to the producer, responsible for physical production.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WBKB(Ch 7) Chicago - The Teddy Phillips Show; DEBUT Aug 18; Sat, 10-11pm CDT. Sponsor- Peoples Pontiac thru Malcolm-Howard Advertising Agency(Chi). Pkgr- WBKB; Prod- Bob Brown; Dir- Cliff Braun. Dance music program starring Teddy Phillips and his orchestra; featuring among other vocalists from the band, Coleen and Charlotte Lovett.

TALENT SHOWSHEET AUGUST 17 - AUGUST 26

Most of the shows on August 17, 18, 19 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday August 24. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listings, below) are: Adventures of Rin-Tin-Tin, Armstrong Circle Theatre (kine), Big Town, Crossroads, Cursader, Bob Cummings Show, DuPont Cavalcade Theatre, Father Knows Best, Ford Theatre, Fury, Captain Gallant of the Foreign Legion, Jackie Gleason Show, Alfred Hitchcock Presents, Life & Legend of Wyatt Earp, Life of Riley, The Millionaire, Navy Log, Our Miss Brooks, People's Choice, Roy Rogers, Phil Silvers, Star Stage, Tales of the the Texas Rangers, 20th Century-Fox Hour.

FRIDAY AUGUST 17

Science Fiction Theatre — WRCA 7pm — Add(to cast): Toni Gerry. Lowell Gilmore, Michael Fox

SATURDAY AUGUST 18

RUSS MORGAN SHOW — CBS 9:30pm — Kill: The Billy Williams Quartet; Add: Steve Lawrence (S)

SUNDAY AUGUST 19

LAMP UNTO MY FEET — CBS 10am — Why God? - (O) Milton Wayne; with Ann Loring, Estelle Ritchie, Doritt Kelton, Lawrence Ryle, Milton Wayne, Michael Dolan

LOOK UP & LIVE — CBS 10:30am — Letters from a Jazz Musician - (O) Nel King; with Dave Brubeck Quartet & Carmen Matthews, Sidney Armus, Jack Orrison

CAMERA THREE — CBS 11:30am — Rooms; with Beatrice Seckler, Jack Moore, Paul Sanasordo, Eve Beck, Anna Sokolow (all dancers); (SW&SD)

EDC SULLIVAN SHOW — CBS 8pm — Add: Frank Sinatra, Red Skelton (emcee)

(Shows normally carried in the weekly Showsheet which are preempted for the political conventions, are listed directly under the day & date headings.)

MONDAY AUGUST 20

The following shows are preempted: Gordon MacRae Show, Ernie Kovacs Show, Voice of Firestone, Arthur Godfrey's Talent Scouts, Charlie Farrell Show, Vic Damone Show, Robert Montgomery Presents, Studio One

Douglas Fairbanks Presents — WRCA 10:30pm — Treasure in Store; with Kathleen Harrison, Margot Graham, Richard Caldicot

TUESDAY AUGUST 21

The following shows are preempted: This is Show Business, Sneak Preview, GE Summer Originals.

WEDNESDAY AUGUST 22

The following shows are preempted: Death Valley Days, Frankie Laine Time, Screen Directors Playhouse, Kraft Television Theatre, Eddy Arnold Show.

20th Century-Fox Hour — CBS 10pm — Man On The Ledge - re-run of 12/28/55.

THURSDAY AUGUST 23

The following shows are preempted: Guy Lombardo, Climax!, Four Star Playhouse.

ARTHUR MURRAY PARTY — CBS 10pm — with regulars & Margaret Whiting(S), Mickey Mantle, Andy Carey

LUX VIDEO THEATRE (Ken Carpenter) — NBC 10pm — Top Rung - (O) Reuben Bercovitch, Stanley Silverman; with Lee Bowman, William Hopper, Irene Hervey; (SD)

TALENT SHOWSHEET(more)

FRIDAY AUGUST 24

No preemptions.

Science Fiction Theatre	WRCA 7pm	The Throwback; with Peter Hansen, Ed Kemmer
Combat Sergeant (Michael Thomas)	ABC 8pm	Dark Alleys of Algiers; with Cliff Clark, Billy Wayne, Domenick Delgarde, Mara Corday, Harry Lauter, Maurice Marsac, Jack Chefe, John Doucette, Elaine Riley
Schlitz Playhouse	CBS 9:30pm	Strange Defense - (O) Gene Levitt; with David Brian, Constance Ford, Robert Cornthwaite, Mary Alan Hokanson, Frederick Worlock, Helen Van Tuyl, Gordon Mills, Bruce Wendell, Hal Taggart, Guy Prescott; (SD)

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 17 - FRIDAY AUGUST 24

OF ALL THINGS	CBS 10am	8/21 - Dick Van Dyke(C); 8/24 - Cliff Norton(C), Bernie West(C)
NBC BANDSTAND	NBC 10:30am	8/20, 8/22, 8/24 - Les Elgart's orch; 8/21, 8/23 - Claude Thornhill's orch; Dick Haymes emcee all week.
NBC MATINEE THEATRE	NBC 3pm	8/20 - preempted; 8/21 - A Family Affair; re-run of 5/14/56; 8/22 - Fiddlin' Man; re-run of 4/9/56; 8/23 - The Hollow Woman; re-run of 4/10/56; 8/24 - Ask Me No Questions; re-run of 4/20/56
MODERN ROMANCES	NBC 4:45pm	8/20-8/24 - The Snare - (O) William Kendall Clarke; with Daryl Grimes, Bob Ellenstein, House Jameson, Audra Lindley
TONIGHT	NBC 11:30pm	8/20-8/21 - emcee: Rudy Vallee; 8/20 - (Guests) Kenny Delmar (C), Felicia Sanders(S), Dody Goodman(C), "The Duke of Iron" (S); 8/21 - Kenny Delmar, Sylvia Symms(S), Dave Brubeck Jazz Quartet; 8/22 - Jan Peerce(S), Phineas Newborn,Jr(M); 8/23 - Erlinda Cortez(S-D), Erroll Garner Jazz Trio; 8/24 - Wild Bill Davidson(M)

SATURDAY AUGUST 25

OZARK JUBILEE (Red Foley)	ABC 7:30pm	with regulars & Hank Locklin(S), Rufe Davis(C), Porter Wagoner(S)
TONY BENNETT SHOW	NBC 8pm	Joan Weber(S), Jack Durant(C), Allen & DeWood(C), Mills Brothers(S)
STAGE SHOW	CBS 8:30pm	with regulars & Morey Amsterdam(C), Merv Griffin(S), Martin Brothers(D); (SD)
RUSS MORGAN SHOW	CBS 9:30pm	with Don Cherry(S), Sharon Kay Ritchie (Miss America 1956.)

SUNDAY AUGUST 26

ED SULLIVAN SHOW	CBS 8pm	Winners of US Navy Talent Contest
STEVE ALLEN SHOW	NBC 8pm	regulars & Buddy Hackett(C), Jaye P. Morgan(S), Gregory Ratoff(C), Andy Williams(S)
GOODYEAR PLAYHOUSE	NBC 9pm	The Girl in Chapter One - (O) Elihu Winer; with James Daly
Loretta Young Show	NBC 10pm	Double Partners - (O) William Bruckner; with Bruce Cowling, Ross Elliott, Addison Richards, James Anderson, Daniel De Jonghe

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EDITOR: Jerry Leichter

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Producers of the long dramatic shows and the spectaculars are starting to look at properties used on television during the "freeze" days when television was limited to 108 stations -- the years between 1949 and 1952 when many fine literary works were televised for comparatively limited audiences and with adaptations that are considered out-dated in view of today's improvements in TV direction techniques as well as in electronic improvements that embellish the impact of a good script. The flood of movies released to television has also awakened new interest in the possibility of staging some stories whose production has been blocked by the fact that TV rights were linked with the film rights, which in many cases now rest with new owners who are interested in getting maximum income from their new parcels. The story has become the "thing" in television for the coming season, and interest seems to have turned to adaptations of good basic works for the anthology producers, rather than depend on what has become a spasmodic output of originals. In a similar sense, this has been the reason for the new interest in adaptations of "behind-the-news" types of stories. In each case the story line is known and it is up to the producer to see that the best possible script is drawn from the material.

Jonathan Winters apparently is set for the Tuesday, 7:30-7:45pm spot over NBC starting Oct 2. Lewis Howe Co (Tums) will sponsor it alternate weeks, with the other week still open. Packager is Martin Goodman (Winters' rep), and NBC producer Norman Frank will produce and direct the pilot kine for the show. Casting will probably be through Dancer-Fitzgerald-Sample, agency for Tums, with NBC. Writing assignments on the new project have not been announced. This leaves only the Monday, 7:30-7:45pm spot still uncommitted by NBC in its entire evening schedule after 7:30pm, and as far as fall sponsorships are concerned, NBC's only blank spots are one-third of the Steve Allen Show, one-third of the Sid Caesar Show, two quarter-hours of the News Caravan after October and the open Monday and Tuesday quarter-hours noted previously. All this was as of yesterday (21).

The Sid Caesar Show (Caesar's Hour) will return from its summer hiatus to a new Saturday night spot, 9-10pm EDT, starting Sept 15; will be seen the next week, Sept 22, skip one week for the first of The Saturday Night Spectaculars, then start on a regular three Saturdays of every four schedule. Practically the same production crew as for last season's successful show will return, with Leo Morgan as producer, George Charles as associate producer; Frank Bunetta will handle the direction, while Berenice Weiler at Shellric will be the casting contact. The staff of writers will include Mel Tolkin, Mel Brooks, Larry Gelbhart, Neil Simon, Mike Stewart and Gary Belkin.

 (MORE)

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Also returning to the Caesar show will be Ted Cappy as choreographer and Bernie Green, the musical director. That Saturday Spectacular that will open the fall season on Sept 29 will be the Esther Williams Aqua-Spectacle.

Sept 15 will be a big night for NBC with Perry Como returning for his second Saturday night season -- in full color. The new producer, replacing Lee Cooley, will be Bob Finkel, with Henry Howard returning as associate producer. Grey Lockwood will again handle the TV direction and Louis DaPron and Mitch Ayres return to take charge of the choreography and music, respectively.....Coke Time starring Eddie Fisher is expected to have a new look when it returns to the air on August 29 from Hollywood. The show will continue to originate from the West Coast, probably through December when Fisher will come East for the premiere of "Bundle of Joy," his co-starring movie with his wife, scheduled for holiday season release. The new production staff lists Ted Danielewski as producer, Paul Harrison handling direction, with music arrangements by Axel Stordahl, continuity written by Berni Gould and settings designed by Glen Holse. Fred Robbins will be back as on camera host. Axel Stordahl has handled the music on the Fisher shows from the beginning, but it might also be noted that new production staff members Paul Harrison and Berni Gould were the producer-director-writers of the highly-praised Jo Stafford Show for its two-year run.

NBC will finally slide under the option wire and get its money's worth out of its buy of "The Magic Box," the British-made Technicolor movie. The net had made an arrangement to show the film on August 15 in place of a live program for Kraft Television Theatre, but the predicted pre-emption took place and Democratic convention coverage forced cancellation of the showing. Since NBC's originally-planned Sunday Spectaculars for this season have gone by the board, including the football special planned for Sept 9, "The Magic Box" has been put into the 8-9pm EDT slot on Sept 9, with the last showing of Frontier scheduled for the preceding half-hour. On Sept 16, a capsule football season introduction, under the title "Kick-off," will be presented in the 7:30-8pm spot, with Reynolds Aluminum coming back to the time the following week with the premiere of its new Circus Boy film series. The Sunday, 9-10pm Chevy Show series will be considered the Sunday "specs" for this season, with the Spectacular title being given to the Saturday night shows which are replacing Max Liebman Presents in the new schedule. Dave Tebet will handle overall liaison on the Saturday Spectaculars.

Lee Cooley's first independent venture since ending his long association with Perry Como is a 90-minute kiddie spectacular, created in association with Jack Beekman, which has been sold to D'Arcy Advertising Co for presentation on the ABC-TV net on Oct 6 as the second of the Red Goose kiddie specs. The Juniorama Productions package will feature, among others, Alene Dalton, the Story Princess. Nick Perito will direct the orchestra and chorus and Lee Morrison will handle choreography. ABC's Matt Harlib will direct the show.....Mr. Adams and Eve, a new comedy series to be written by Sol Saks, starring Howard Duff and Ida Lupino in the title roles, will replace Crusader on the CBS net, Fridays, 9-9:30pm EST, early in January, sponsored by the R. J. Reynolds Tobacco Co.....Mercedes McCambridge joins George Brent and Dane Clark as the third star for ABC's new filmed hour-long Wire Service series, starting on the net Oct 4, Thursdays, 9-10pm EST.....Guild Films will produce New York's Most Important Police Cases (working title), a new film series based on the records and private files of former Chief Inspector Conrad H. Rothengast. Ed Ruby and Jack Rieger, who brought the parties together, will assist in the production.

PEOPLE GOING PLACES: Jim Patterson becomes executive producer to Dean Craig, program manager for KRCA-TV(LA), effective next Monday.....Joe Cates leaves his multiple duties with Entertainment Productions, Inc., to join NBC, effective Sept 1, in a creative capacity, including production, direction and writing.....Dick Ward joined Fuller & Smith & Ross, Inc(NY) as a television producer.

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WEEKLY REPORT

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THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday(28)

ABC- 8:30-9pm EDT; RETURN; Life and Legend of Wyatt Earp; FILM from WABC-TV(NY) & KABC-TV(LA), 43 stations net, 22 delayed. § Alternate Week Sponsors- 1) General Mills, Inc (Cheerios, Gold Medal Flour) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Execs- Joseph H. Holmes(Cheerios), Stewart Lipson(Gold Medal); TV Acct Superv- Gordon Johnson. 2) Procter & Gamble Co (Gleem) thru Compton Advertising, Inc(NY); Acct Exec- John Cross. § Pkgr- 616 Co., Hollywood, Calif.; Film Prod- Desilu Productions, Inc., at Motion Picture Center, Hollywood, Calif.; Exec Prod- Louis F. Edelman; Prod- Robert Sisk; Prod Mgr- Argyle Nelson; Dir- Frank McDonald; Music- Ken Darby Singers; Sets- Theodore R. Offenbecker; Costumes- Douglas Stevens; Dir of Photog- Harold Wellman; Writers- Frederick Hazlitt Brennan (first 10), others. § Hugh O'Brian stars in the title role in new episodes in the western adventures of the famed frontier marshall, based on the book, "Wyatt Earp, Frontier Marshall," by Stuart Lake. The scene shifts in this season's series from Wichita, Kansas, to Dodge City. Alan Dinehart III continues as Bat Masterson; with Margaret Hayes as Dora Hand and Paul Brinegar as "Dog" Kelly in the Dodge City stories. The series has been seen in re-run in this time spot.

NBC- 9-9:30pm EDT; RETURN & CHANGE; The Jane Wyman Show; FILM from WRCA-TV(NY) & KRCA-TV(LA), 108 stations net, 32 delayed. § Sponsor- Procter & Gamble Co (Ivory Soap, Duz, Crisco, Crest); Ivory Soap, Duz & Crisco thru Compton Advertising, Inc(NY); Acct Execs- John Cantwell(Ivory), E. Gellert(Crisco), Richard Hurley(Duz). Crest thru Benton & Bowles, Inc(NY); Acct Exec- Horace Curtis. § Pkgr- Lewman Productions, Ltd., (at Revue Productions), Republic Studios, Hollywood, Calif.; Prod- William Rousseau; Dirs- Various; Music Dir- Stanley Wilson ; Dir of Photog- John MacBurnie; Writers- Leo Townsend, Jameson Brewer, others. § Jane Wyman is hostess for 39, and stars in 26 films in this drama anthology series, with top featured players. The program last season was titled Jane Wyman's Fireside Theater and now completes its transition in title from the original Fireside Theater which debuted on TV in April, 1949. The returning program succeeds its summer replacement Sneak Preview (last show Aug 7) in this time spot.

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THIS WEEK(Cont'd)

Wednesday(29)

NBC- 7:30-7:45pm EDT, Wed & Fri; RETURN; Coke Time Starring Eddie Fisher; LIVE from KRCA-TV(LA), approx 89 stations live, 19 kine. § Sponsor- The Coca-Cola Co thru McCann-Erickson, Inc(NY); Acct Exec- George Kern; Comm Anncr- Fred Robbins. § Pkgr- Ramrod Productions; Prod- Tad Danielewski; Dir- Paul Harrison; Music Dir- Axel Stordahl; Sets- Glen Holse; Writer (Continuity)- Berni Gould. § Eddie Fisher is star of a miniature musical revue featuring popular music, with Fred Robbins as host and featuring occasional guest stars; backed by Axel Stordahl leading the orchestra. The program returns to succeed its summer replacement The Jaye P. Morgan Show (last show Aug 24) in this time spot.

Sunday(Sept 2)

CBS- 6:30-7pm EDT; RETURN; You Are There; FILM from WCBS-TV(NY) & KNXT(LA), 100 stations net, 37 delayed. § Sponsor- The Prudential Insurance Co of America thru Calkins & Holden, Inc(NY); Acct Exec- Thomas P. Crolius; Acct Superv- Robert W. Robb; Comm Superv- Peter Krug. § Pkgr- CBS-TV(LA); Film Prod- TCF Television Productions, Hollywood, Calif.; Exec Prod- Robert Sparks; Prod- James Fonda; Dir- William Russell; Script Ed- Elizabeth Bullock(CBS, NY); Writers- Various. § Dramatizations of great historical events presented as if they were happening at the moment, with Walter Cronkite as the principal narrator. The program has been seen in re-run during the summer in this time spot.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS & NBC- None this week.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Talent Scouts (Mon, 8:30-9pm EDT) Program originates from Hollywood, Aug 27, Sept 3 and 10, then returns to NY. Hollywood show will have Bob Crosby as m.c., with David Rose as musical director. Gil Rodin is producer, Jack Meyers is associate producer and Ben Tompkins directs. Arthur Godfrey returns as m.c., with his NY staff on Sept 17.

The Johnny Carson Show (Mon thru Fri, 2-2:30pm EDT) Add Clara Kimball Young as a regular, effective Aug 23. She will appear frequently to report on Hollywood activities, starting on camera Monday, Aug 27.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WBBM-TV(Ch 2)- Chicago — Bowl the Professor; DEBUT Aug 26; Sun, 1:30-2pm CDT. Sponsor- Universal Bowling & Golf Corp of Chicago. Pkgr & Prod- WBBM-TV. Each week a star woman bowler competes against Paul Krumske in match bowling, with the woman getting full handicap in her score. Krumske will also give instructions. Sam Weinstein is m.c. for the program which originates in the station's Studio One which has two permanent AMF alleys installed. The program replaces Bowling Clinic in this time spot for the sponsor.

KNXT(Ch 2) Los Angeles -Fare for Ladies; CHANGES; Mon thru Fri, 2-3pm PDT. Participations. Pkgr- KNXT(LA); Prod- Harry Koplan; Dir- Dan Gingold; Prog Coord- Peter B. Sterne; Music Dir- Irvine Orton. Red Rowe stars as host and m.c. of this audience participation show which debuted July 30 with an indefinite title (see pages 67 and 69). Regulars include Art Jarrett, Mimi Martel, Arlene Harris, and just added to the cast, Frank Veloz (dancing with Jean Davi).

TALENT SHOWSHEET AUGUST 24 - SEPTEMBER 2

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FRIDAY AUGUST 24

Science Fiction Theatre	WRCA 7pm	The Throwback; Add (cast): Virginia Christine

SUNDAY AUGUST 26

LAMP UNTO MY FEET	CBS 10am	- (O) Vernon Delston; with Neva Patterson, Richard Kindrick
LOOK UP & LIVE	CBS 10:30am	Letters from a Jazz Musician,(Part IV) - (O) Nel King; with Dave Brubeck Jazz Quartet & Jimmy Rogers; (SD)
CAMERA THREE	CBS 11:30am	The Rime of the Ancient Mariner - (O) Samuel Taylor Coleridge, (A) John McGiffert; with Gerald Hiken, Lawrence Ryle; (SD)
ED SULLIVAN SHOW	CBS 8pm	Add: Guest emcee; Kirk Douglas
GOODYEAR PLAYHOUSE	NBC 9pm	Kill: entire listing. Add: Grow Up! - (O) Peggy Lamson; with Clay Hall, Addison Powell, James Gregory, Florida Friebus, Patsy Bruder, Carol Lynley, Malcolm Brodrick, Ronnie Welsh, Charles Taylor

MONDAY AUGUST 27

Stage 7	WPIX 8pm	Debt To A Stranger - (O) Frederick Brady; with Gene Barry, Victor Millan; Dir - Frank Baur;(also seen Thu WABD 8pm).
ERNIE KOVACS SHOW	NBC 8pm	Robert Merrill(S), Four Step Brothers(D)
VOICE OF FIRESTONE	ABC 8:30pm	Tong Il Han (M), Dolores Wilson (S), Theodor Uppman (S)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30pm	Guest emcee: Bob Crosby; with April Ames (S), Arthur Ross-Jones (S), Jim Fawcett (M), The Nightcaps (S); (SD)
Charlie Farrell Show	CBS 9pm	with regulars & Martin Milner, Gloria Winters, Jane Easton, Tom Browne Henry; (SW&SD)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	Southern Exposure - (O) Owen Crump; (A) Doria Folliott; with Charles Drake, Elizabeth Montgomery, Jan Miner, John Gibson, Tom Middleton, Stuart MacIntosh, William Darrid, Frank Blair
STUDIO ONE SUMMER THEATRE	CBS 10pm	Giulio - (O) Herbert Abbott Spiro; with Morris Miller, Eleni Kiamos, H.Frederic Green, David J. Stewart, Rossana San Marco (SD)
Douglas Fairbanks Presents	WRCA 10:30pm	Ship Day - re-run of 4/30/56

TUESDAY AUGUST 28

THIS IS SHOW BUSINESS	NBC 8:30pm	Panelists: Sloan Simpson, Robert Q. Lewis, Abe Burrows; with Diahann Carroll, Jackie Kannon (C), Peggy Ryan & Ray MacDonald (D)
Jane Wyman Show	NBC 9pm	Ten Percent - (O) Ronn Marvin; (A) Tony Barrett; with George Montgomery,William Hopper, Edna Skinner, George Baxter, Paul Frees. RETURN (Note title change). (SD)

TUESDAY AUGUST 28 (Cont'd)

GE Summer Originals	ABC 9pm	Blizzard Bound; with Forrest Tucker, Donna Martell, Bill Phipp. (Writer credit unavailable).
KAISER ALUMINUM HOUR	NBC 9:30pm	A Fragile Affair - (O) Ferenc Molnar; with Eli Wallach, Gaby Ridgers, Woodrow Parfrey, Eva Leonard-Boyne, William Podmore, Robert Culp, Marcel Hillaire, Jean Cooke, Kathy Dunn, Eileen Merry, Brook Seawell, Paul Andor; (SD)

WEDNESDAY AUGUST 29

Death Valley Days (Stanley Andrews)	WRCA 7pm	The Kickapoo Run; with Fess Parker, Russ Todd, Myron Healey, Phil Arnold, Nancy Hale, Clifford Fields, Francis McDonald, I. Stanford Jolley, Hal Smith
FRANKIE LAINE TIME	CBS 8pm	with regulars & Los Chavales de Espana (S-D), Eydie Gorme (S)
Screen Directors Playhouse	ABC 9pm	What Day Is It? - re-run of 6/6/56
KRAFT TV THEATRE	NBC 9pm	The Girl Who Saw Too Much - (O) Holly Roth; (A) Robert J. Shaw; with Betsy Palmer, Robert Middleton, Joe Maross, Russell Hardie, Val Avery, Jared Reed
US STEEL HOUR	CBS 10pm	The Five Fathers of Pepi - (O) Ira & Jane Avery; with Paul Newman, Ben Astair, Phyllis Hill, Zohra Alton, Tommy Rao, Sorrel Booke, Louis Sorin, Walter Kohler, John Drainie; Dir - Elliot Silverstein
INA RAY HUTTON SHOW	NBC 10:30pm	with regulars & June Hutton (S)

THURSDAY AUGUST 30

Guy Lombardo	WRCA 7pm	with regulars & Bob Troup(S)
CLIMAX!	CBS 8:30pm	The Dark Wall - (O)John Kneubuhl (from actual psychiatric records); with Shelley Winters, William Talman, Stan Ripley, Harry Townes, Sheppard Strudwick; (SD) Tom Donovan
Four Star Playhouse	CBS 9:30pm	The Face of Danger - re-run of 10/13/55
ARTHUR MURRAY PARTY	CBS 10pm	with regulars & The Platters (S)
LUX VIDEO THEATRE (Ken Carpenter)	NBC 10pm	The Wayward Saint - (O) Paul Vincent Carroll; (A) Ed James; with Liam Redmond, Roalnd Winters, Ann B. Davis, Sallie Brophy, Charles Davis, John Dehner, Sue Casey, Anita King, Richard Deacon, Barry Macoolum, Harry Raven

FRIDAY AUGUST 31

Combat Sergeant (Michael Thomas)	ABC 8pm	All Faces East; with regulars & Frank Marlowe, John Shepodd, Herold Goodwin, Frank Stanlow, Dennis Dengate, Roy Whaley, Lee Millar
Schlitz Playhouse	CBS 9:30pm	I'll Wait for You - (O) Will F. Jenkins; (A) Al C.Ward; with Ben Cooper, Joan Evans, Eduardo Cianelli, Renati Vanni, John Maxwell, Gene Hardy, Stephen Firstman, Jan Gillum; Dir - Justiss Addiss

MULTIPLE & ACROSS THE BOARD SHOWS AUGUST 24 THRU AUGUST 31

OF ALL THINGS	CBS 10am	8/27 - Stan Freeman (M); 8/29 - Roger Price (C); 8/30 - Carl Ballantine; 8/31 - Mrrshall & Farrell (C)
NBC BANDSTAND	NBC 10:30am	8/27, 8/29, 8/31 - Art Mooney & orch; 8/28, 8/30 - Ralph Flanagan & orch

NBC MATINEE THEATRE	NBC 3pm	8/27 - Dark Possession - kine repeat of 2/2/56; 8/28 - The House Off Fifth Avenue - (O) Henry Misrock; Dir - Sherman Marks; 8/29 - Yankee Doodler - (O) Allen Swift; Dir - Arthur Hiller; 8/30 - The Pink Hippopotamus - (O) Robert Deinderfer (article in "True" Magazine); (A) Adrian Spies; Dir - Allan Buckhantz; 8/31 - September Tide - (O) Daphne du Maurier; (A) Richard McCracken; Dir - Larry Schwab
MODERN ROMANCES	NBC 4:45pm	The Big Scoop - (O) Anne Howard Bailey; with Robert Webber, Kathleen Maguire, Harry Worth, Roy Fant, Belle Flower
TONIGHT	NBC 11:30pm	8/27-28 - guest emcee: Tony Randall; guests: 8/31 - Tony Travis (S), Carole Bennett (S), Louis Nye (C), Alice Pearce (C), Jazz Messengers (M), Enid Markey; 8/28 - Tony Travis, Carole Bennett, Helen Thigpen (S), Earl Jackson (S), The Tzabar Quartet (S-D); 8/29 - Trudy Richards (S), Hal Schaeffer Jazz Trio (M); 8/30 - Rosaria Moreles (S), Les Modes Quintet (M); 8/31 - Bil & Cora Baird & puppets, Doretta Morrow (S)

SATURDAY SEPTEMBER 1

OZARK JUBILEE	ABC 7:30pm	emcee's: Sonny James, Red Foley; with regulars & Audrey Williams
TONY BENNETT SHOW	NBC 8pm	Mindy Carson (S), Jean Carroll (C), Dick Contino (M)
STAGE SHOW	CBS 8:30pm	regulars & Morey Amsterdam (C), Merv Griffin (S), Martin Brothers (puppeteers)
RUSS MORGAN SHOW	CBS 9:30pm	with regulars & Bob Eberly (S), the Chordettes (S)
Adventure Theatre	NBC 10:30pm	Present for the Bride; with Hazel Court, Derek Bond, David Horne; LAST SHOW

SUNDAY SEPTEMBER 2

ED SULLIVAN SHOW	CBS 8pm	Kaye Ballard (S), Kay Armen (S), Maria Neglia (M), Carolyn Willis (baton twirler), Bob & Betty Hightower (D), The Four Jones Boys (M), Miss Mara (trapeze artist)
STEVE ALLEN SHOW	NBC 8pm	Georgia Gibbs (S), Smith & Dale (C), Fats Domino (M), Ann Sheridan
ALCOA HOUR	NBC 9pm	The Girl In Chapter One - (O) Elihu Winer; with James Daly, Joanne Woodward, Madge Evans, Anne Seymour, Wallace Rooney, Warren Parker; (SD)
Loretta Young Show	NBC 10pm	The Question; with Loretta Young, Craig Stevens, Rhys Williams, Bucko Stafford, Joan Sudlow; (SD)

Ross Reports ON TELEVISION

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THE TELEVISION INDEX

AUGUST 29, 1956

VOLUME 8 NUMBER 35 A

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

CBS is throwing the kitchen sink into its debut program for the Playhouse 90 series on Oct 4. The play will be "Forbidden Area," adapted for TV by Rod Serling from Pat Frank's novel about a planned atomic attack on the U. S. Heading the large cast will be Charlton Heston, Tab Hunter, Diana Lynn, Vincent Price, Victor Jory and Charles Bickford (making his live TV debut) plus Walter Cronkite as himself as narrator. John Frankenheimer will direct.....Unless there is a sudden change, Washington Square has died as an NBC project, although its projected star, Ray Bolger, can still figure in individual programs on the schedule.....When Godfrey's Talent Scouts returns to its New York origination on Sept 17, the new acting producer will be Janette Davis, with Frank Musiello as co-producer.....Studio One for the first time in its history will have two separate production staffs alternating irregularly on productions with their respective heads -- Felix Jackson and Robert Herridge. No production pattern has been set yet, but each producer will present varying numbers of programs, alternating in groups during the coming season. Jackson's unit will have Charles Schultz as assistant to the producer, with Paul Nickell, William Brown and others handling direction. Herridge will have Karl Genus and others on his directors' team. Florence Britton will handle scripts for both, while Alixe Gordin will be in charge of casting for both producers.

NBC has extended the stay of The Golden Touch of Frankie Carle, Tuesdays, 7:30-7:45pm EDT until Sept 25.....Max Liebman, producing and directing the new Buddy Hackett live comedy series, Stanley, will have Mickey Ross as associate producer and Sterling Mace handling casting at Liebman's office.....Ed Murrow will come back with Person to Person on Sept 14, visiting Joseph N. Welch in Boston and Frank Sinatra in Beverly Hills.....Ralph Story takes over as m.c. of The $64,000 Challenge next Sunday, replacing Sonny Fox who finally had the rug pulled.....Johnny Carson will become the latest of net TV's wandering boys when CBS moves the Our Miss Brooks series into Carson's daily 2-2:30pm EDT spot as a strip series on Oct 1. The net candidly says that it is "trying to relocate" Carson in the schedule.....Clark Jones will direct the Producers' Showcase original, "Jack and the Beanstalk," to be presented on Nov 12 over NBC. Helen Deutsch wrote the book and lyrics while Jerry Livingston has done over ten musical numbers for the production. Rouben Ter-Arutunian is designing both the costumes and settings for the show, which will star Celeste Holm and Cyril Ritchard.....Lux Video Theatre, one of the few live programs which rehearsed a full production during the week of the Republican convention and then had its time pre-empted, kinescoped its August 23 story and will present the kine on Sept 13 as the final presentation of its summer series.

 (MORE)

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Omnibus, returning for its fifth season on TV (and they said it wouldn't last), but for the first time over the ABC net, Sundays, 9-10:30pm EDT, starting Oct 7, will star comedian Bert Lahr (now known as "comedian-actor" since his triumph in "Waiting for Godot" on Broadway) on three different programs during the season, in a variety of roles. Also scheduled for different programs during the season will be Agnes De Mille, presenting the story-telling potential of the modern dance, and actor Christopher Plummer, who will star in an unusual drama.....Lawrence Welk's new full-hour Monday night ABC show for Dodge, in addition to his regular Saturday night show for the sponsor, will debut on Oct 8, 9:30-10:30pm EDT under the title, Lawrence Welk's Top Tunes and New Faces. The format will include highlighting the nation's top tunes weekly, selected thru a national survey, in conjunction with the presentation of new talent chosen largely from local radio and television stations and colleges and universities around the country.

Ford Star Jubilee's first production of the season on Oct 6 has had a title change from "The Cole Porter Festival," to Cole Porter's "You're the Top." Robert Alton will produce the big show, with David Rose directing his own orchestrations of Cole Porter music. The star list includes Louis Armstrong, Dorothy Dandridge, Sally Forrest, Dolores Gray, Peter Lind Hayes, Mary Healy, Shirley Jones, Gordon MacRae, George Sanders and Cole Porter.....Gordon MacRae will be host of Lux Video Theatre for the 1956-57 season and, in an unusual side enterprise, will direct and star in five musicals to be presented on the program during the season. All the musicals will be adaptations of films and will probably be produced by MacRae's own Kintail Enterprises within the framework of the J. Walter Thompson Co's own Lux production set-up. The first show of the fall season for the drama series, set for Sept 13, will be set back a week by the presentation of a kine of a pre-empted show (mentioned earlier).....The U. S. Steel Hour will present its first musical on Nov 21, a musical version of "Tom Sawyer" written by composer Frank Luther. In keeping with other "firsts" in all media, The Theatre Guild, producer of the program, is launching a talent search to fill the title role with a boy who looks good in freckles and can carry a tune.

Democratic and Republican convention coverage totals on TV by nets: 62 hours and 19 minutes on ABC; 56 hours and 33 minutes on CBS; 56 hours and 35 minutes on NBC.....On August 18, the first telethon in Puerto Rico, over WAPA-TV, to raise money for the relief of victims of Hurricane Betsy, received pledges of over $49,000 plus an estimated $50,000 in supplies. The telethon ran from 6pm to 2:30am and was backed by the presence throughout the show of the wife of the island's Governor, Mrs. Muñoz Marín. Refinements not often seen on mainland telethons included a donation of $25 from one gentleman for an on-camera kiss from Myrta Silva, station TV star. Miss Sylva also got a donation of $1,000 from her bank after threatening to withdraw her account if the bank didn't match a similar donation from another bank. The WAPA-TV Symphony Orchestra, backing singer Bobby Capo, will give concerts in two barbecue restaurants in return for $500 donations from the eateries.

Alex March has been signed by RKO as a producer of stories for TV films. The new TV project will draw on stories from the studio's own file and plans call for films for half-hour, one-hour and hour-and-a-half TV programs. William Dozier is v.p. and production chief of the studio.....Bob Wolff will succeed Bud Palmer as chief play-by-play commentator for WPIX(NY) coverage of Madison Square Garden events during 1956-57.

PEOPLE GOING PLACES: Gordon Duff has left NBC and has been signed to an exclusive producer-director contract by CBS.....John L. Zimmer joined Cunningham & Walsh, Inc., as executive producer in the radio-TV dept.....George A. Heinemann takes over as program manager of WRCA-TV(NY) this weekend, replacing Steve Krantz, who is moving to Screen Gems, Inc. Heinemann has been program director for WNBQ-WMAQ(Chi) since 1953.

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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(3)

ABC- 7-7:15pm EDT, Mon thru Fri; RETURN; Kukla, Fran & Ollie; LIVE from WBKB(Chi), 4 stations live(Gordon), other stations co-op. § Sponsor- Gordon Baking Co (Silvercup Bread) thru N. W. Ayer & Son, Inc(Detroit). § Pkgr- Burr Tillstrom(Chi); Prod- Beulah Zachary; Dir- Lewis Gomavitz; Asst to Tillstrom- Joseph Lockwood, Jr.; Music Dir- Caesar Giovannini(pianist). § Burr Tillstrom returns for his ninth season on television, manipulating his company of puppets, who talk with and do sketches with Fran Allison. The program returns from vacation, succeeding The Jack Drees Sports Show (last show Aug 31) its summer replacement in this time spot.

Friday(7)

ABC- 8-8:30pm EDT; DEBUT; The Adventures of Jim Bowie; FILM from WABC-TV(NY) & KABC-TV(LA), 64 stations net, 28 delayed. § Alternate Week Sponsors- 1) American Chicle Co (Dentyne, Beeman's Gum, Rolaids, Clorets); Beeman's, Rolaids & Clorets thru Ted Bates & Co., Inc(NY); Senior Acct Superv- J. Ross McLennan; Senior Acct Exec- David Loomis; Acct Exec- Fred Lamont; Dentyne thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Robert Etienne. 2) Chesebrough-Pond's, Inc (Vaseline products) thru McCann-Erickson, Inc(NY); Acct Exec- Peter Schaffer. § Pkgr- Jim Bowie Enterprises, Inc., at RKO-Pathe Studios, Culver City, Calif.; Exec Prod- Louis F. Edelman; Prod- W. H. Wright; Dir- Lewis R. Foster; Writers- Foster, others. § Scott Forbes stars in this new film series as Jim Bowie, the frontiersman, in episodes based on incidents in the book, "Tempered Blade," by Monte Barrett. The program replaces Combat Sergeant in this time spot, with the latter program moving to Thu, 9-9:30pm EDT, effective Sept 13, with The Hour Glass returning to its former one-hour format, Thu, 8-9pm EDT.

ABC- 9-9:30pm EDT; DEBUT; Treasure Hunt; LIVE from WABC-TV(NY), 52 stations live, 91 kine. § Sponsor- Mogen David Wine Corp thru Weiss & Geller, Inc(Chi); Acct Superv- Marvin Mann; Acct Exec- Edwin Kuhn; TV Acct Rep- Herb Leder(NY); Comm & Prog Anncr- Tom Reddy. § Pkgr- Jantone Productions(NY); Prod- Budd Granoff; Dir- Phil Levens; Writers- Stan Dreben, Bob Howard. § Jan Murray is host for this new quiz show in which two contestants compete in answering preliminary questions, with the winner getting his choice of one of fifty pirate-type treasure chests, all of which contain prizes of various values, up to $25,000 cash. The program succeeds Dollar A Second (last show Aug 31) in the time spot.

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Friday(7)

NBC- 9:30-10pm EDT; RETURN; The Big Story; LIVE & FILM from WRCA-TV(NY), 91 stations live, 6 kine. § Alternate Week Sponsor- 1) American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- William Spire; Asst Acct Exec- Brook Elms. 2) Alternate week has several sponsors and sustaining spots thru Dec. § Pkgr- Pyramid Productions, Inc(NY); Exec Prod- Everett Rosenthal; Prod- Robert Lewis Shayon; Dir- Leonard Valenta; Sets- Willis Connor; Writers- Gail Ingraham, Alvin Boretz, Doug Taylor, Sheldon Stark. § Ben Grauer is on-camera editor for dramatizations of authentic experiences of newspapermen involving their outstanding news stories, produced live with filmed location scenes. The program replaces Star Stage in this time spot, with the latter moving to 9-9:30pm EDT for one week, replacing in turn Best in Mystery (last show Aug 31), the summer show in The Big Story's previous season spot.

Saturday(8)

ABC- 10;30pm-12midnight EDT; SPECIAL; Miss America Pageant; remote from Atlantic City, N.J., thru WABC-TV(NY), 85 stations live. § Sponsor- Philco Corp thru Hutchins Advertising Co, Inc(NY); Acct Exec- H. Pierson Mapes. § Pkgr- ABC with Miss America Pageant; Prod- Fred Heider; Dir- Jack Samath. § Telecast of the finals of the Miss America Pageant at Convention Hall, Atlantic City, N.J. Peter Donald and Barbara Walker (Miss America, 1947) will be host and hostess for the sponsor and describe the competition. The program is in open time.

CBS- 9:30-10pm EDT; DEBUT; Hey, Jeannie!; FILM from WCBS-TV(NY) & KNXT(LA), 116 stations net, 13 delayed. § Procter & Gamble Co (Lilt & Shasta) thru Compton Advertising, Inc(NY); TV Acct Superv- Storrs Haynes. § Pkgr- Jeannie Productions(H'wood); Film Prod- Four Star Films, Inc., at RKO-Pathe Studios, Culver City, Calif.; Prod- Charles Isaacs; Alt Dirs- James V. Kern, Les Goodwins; Music Dirs- Earl Hagen, Herb Spencer; Writers- Various. § Jeannie Carson stars in the title role of this situation comedy with music, featuring Allen Jenkins as Al Murray, a New York cab driver, and Jane Dulo as Al's sister Liz. The program replaces the Russ Morgan Show (last show Sept 1) in this time spot.

NBC- 2pm- approx 5pm EDT, Sat & Sun; SPECIAL; National Singles Tennis Championships; LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC Sports Dept(NY); Prod- Perry Smith. § Telecasts on Saturday and Sunday, Sept 8 and 9 of the National Singles Tennis Championships at the West Side Tennis Club in Forest Hills, N. Y. Commentators for both telecasts will be Jack Kramer, Bud Palmer and Lindsey Nelson.

NBC- 10:30-11pm EDT; RETURN; Your Hit Parade; LIVE from WRCA-TV(NY), 146 stations live, 31 kine. § Alternate Week Sponsors- 1) American Tobacco Co (Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborne, Inc(NY); Agcy Superv- Dan Lounsbery. 2) Lambert-Hudnut Div, Warner-Lambert Pharmaceutical Co., Inc (All Richard Hudnut products) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Dickerson Griffin; Agcy Superv- Dwight Mills. § Pkgr- Batten, Barton, Durstine & Osborne, Inc. for the American Tobacco Co; Prod- Dan Lounsbery; Asst Prod- Dorothy Walsh; Ideas- Bill Nichols; Dir- Bill Hobin; Asst Dir- Dave Geisel; Music Dir- Raymond Scott; Choral Dir- Ray Charles; Sets- Paul Barnes; Costumes- Sal Anthony; Choreog- Ernest Flatt; Prog Anncr- Andre Baruch. § Song and dance program, dramatizing the seven top popular tunes of the week, plus two extra numbers; featuring singers Dorothy Collins, Snooky Lanson, Gisele MacKenzie and Russell Arms, backed by Raymond Scott and the orchestra and the vocal and dance groups. The program replaces Adventure Theatre (last show Sept 1), its summer replacement for the sponsors in this time spot.

Sunday(9)

ABC- 4:30-5pm EDT; RETURN; Medical Horizons; LIVE from various cities each week, 58 stations live, 7 kine. § Sponsor- CIBA Pharmaceutical Products, Inc (Institutional & Pharmaceuticals) thru J. Walter Thompson Co(NY). § Pkgr- J. Walter Thompson Co(NY); Alt Prods- Robert Foster, James Lichtman; Dir- Bill McCarthy; Medical Superv- Dr. William T. Strauss(CIBA). § Medical documentaries of medical progress at work, originating at the nation's great hospitals and research centers, covering work on 37 vital medical topics during the 1956-57 season. The program originally debuted Sept 12, 1955 and was seen through March 5, 1956. Don Goddard is again the host-narrator, with medical authorities at the various medical centers featured. The program replaces College Press Conference in this time spot with the latter moving to 4-4:30pm EDT this date.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS & NBC- None this week.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Adventures of Rin Tin Tin (Fri, 7:30-8pm EDT) New series begins Sept 7; program has been seen in re-run during the summer. (See Television Index card). Production staff changes for new series: Prod Exec- Fred Briskin; Prod- Herbert Leonard; Assoc Prod- Douglas Heyes; Asst Prod- Charles Gould; Music Dir- Hall Hopper; Dir of Photog- Fred Jackman, Jr.; Story Ed- Jerry Thomas; Dirs- Various.

CBS- Private Secretary (Sun, 7:30-8pm EDT) New series begins Sept 9; program will also be seen Sept 16, then resume its regular alternate week schedule with The Jack Benny Show in this time spot. Private Secretary has occupied the time during the summer, showing re-runs each week. (See Television Index card for program).

Lassie (Sun, 7-7:30pm EDT) New series begins Sept 9; program has been seen in re-run during the summer. (See Television Index card for program).

Garry Moore Show (Mon thru Thu, 10-10:30am EDT; Fri, 10-11:30am EDT) Program returns from vacation Sept 3, succeeding its six-week vacation replacement program, Of All Things (last show Aug 31).

The $64,000 Challenge (Sun, 10-10:30pm EDT) Ralph Story replaces Sonny Fox as m.c., effective Sept 2.

NBC- The Magic Box; SPECIAL Sept 9; Sun, 8-9pm EDT; FILM from WRCA-TV(NY), no. of stations indefinite. § Sponsor- Knomark Manufacturing Co (Esquire Shoe Polish) thru Emil Mogul Co., Inc(NY). § Telecast in color of a J. Arthur Rank group Technicolor British-made motion picture, starring Robert Donat as William Friese-Greene, a British inventor credited with being the first to develop a practical motion picture camera. The film was originally produced for the Festival of Britain and stars practically every name player of the British stage and screen. The program replaces The Steve Allen Show in this time spot, one week only.

Home (Mon thru Fri, 11am-12noon EDT) New format, introducing "predictable programming", effective Sept 3. Each day is divided into half-hour segments, with similar service features being seen the same day each week; the first half-hour each day devoted to human interest features, the second half-hour having service information of interest to women.

ADD ABC- The Gold Cup Race; SPECIAL Sept 1; Sat, 3-6:30pm EDT; LIVE from WXYZ-TV(Det), to the net, co-op, no. of stations indefinite. Pkgr & Prod- ABC-TV with staffs of KING-TV(Seattle) & WXYZ. Telecast of the Gold Cup Race for unlimited hydroplanes on the Detroit River, described by Bill O'Mara of King Broadcasting Co(Seattle). The program is in open net time.

TALENT SHOWSHEET AUGUST 31 - SEPTEMBER 9

Most of the shows on August 31, September 1, 2, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, September 7. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C) musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listings below) are: Armstrong Circle Theatre (kine), Big Town, Crossroads, Crusader, Bob Cummings Show, DuPont Cavalcade Theatre, Father Knows Best, Ford Theatre, Fury, Captain Gallant of the Foreign Legion, Alfred Hitchcock Presents, Life of Riley, The Millionaire, Navy Log, Our Miss Brooks, People's Choice, Roy Rogers, Phil Silvers, Tales of the Texas Rangers, 20th Century-Fox Hour, The Vise.

FRIDAY AUGUST 31

Science Fiction Theatre (Truman Bradley)	WRCA 7pm	Miracle of Dr. Dove; with Gene Lockhart, Robin Short, Charles Wagenheim, Kay Faylen, Rhodes Reason

SATURDAY SEPTEMBER 1

TONY BENNETT SHOW	NBC 8pm	Add: Clifford Guest(ventril), The Collins Kids(S)

SUNDAY SEPTEMBER 2

LAMP UNTO MY FEET	CBS 10am	The Builder - (O) Allan Sloane; with Bramwell Fletcher(narr.), James Reese, George Maharis; (SD)
LOOK UP & LIVE	CBS 10:30am	The Eternal Triangle - (O) Sam Elkin; with Jerry Stiller, Anne Meara, June Evert, Kathleen Comegys, Karl Weber; (SD)
CAMERA THREE	CBS 11:30am	The Merry Chase; (scenes from Shakespeare, Austin, Congreve, Behrman plays); with Alfred Ryder, Olive Dunbar, Donald Harron, Olive Deering; (SW) John McGiffert; (SD)
ED SULLIVAN SHOW	CBS 8pm	Add: emcee: Patti Page(S).
STEVE ALLEN SHOW	NBC 8pm	Add: Steve Lawrence(S)

MONDAY SEPTEMBER 3

Stage 7	WPIX 8pm	A Matter of Nerve - (O) Dick Carr; with Dan Duryea, Myron Healey; Dir - Thomas S. Gries
ERNIE KOVACS SHOW	NBC 8pm	Enid Mosier & Her Steel Band, Bill Hayes(S)
VOICE OF FIRESTONE	ABC 8:30pm	George Feyer(M)
Charlie Farrell Show	CBS 9pm	with regulars & Peggy Knudsen, Marla English; (SD)
VIC DAMONE SHOW	CBS 9:30pm	with Nancy Walker(C), Ann Jeffries(S); (SD)
ROBERT MONTGOMERY SUMMER THEATRE	NBC 9:30pm	Mr. Parker's Rhubarb - (O) Theodore & Mathilde Ferro; with Charles Drake, Elizabeth Montgomery, Jan Miner, Tom Middleton, John Gibson, Stuart MacIntosh, William Darrid, Frank Blair; LAST SHOW of summer season.
STUDIO ONE	CBS 10pm	A Day Before Battle - (O) Sherman Yellen, Peter Stone; with Jack Lord, Gerald Sarracini, Susan Oliver, Warren Oates, Eli Rill, Jim Hickman, Dick Robbins, Bill Hickey, Ted Flicker, Gerald Hiken, Griff Evans, Fred Scollay, Jacqueline Scott, Mary Doyle, Ed McCurdy; (SD)
Douglas Fairbanks Presents	WRCA 10:30pm	Beloved Stranger; with Fairbanks, Ella Raines, Hugh Sinclair, Betty McDowall

TALENT SHOWSHEET(more)

TUESDAY SEPTEMBER 4

CHEVY SHOW	NBC 8pm	The Music All Around Us; Fred Waring & Pennsylvanians
Life & Legend of Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	Dodge City Gets a New Marshal; with regulars & Selmer Jackson (will be reg.)
Jane Wyman Show	NBC 9pm	Dirty Face; with Wyman, Bobby Driscoll, Jack Mullaney; (writers unavailable); (SD)
GE Summer Originals	ABC 9pm	Dawn at Damascus; with Gene Raymond, Paula Corday, Donald Murphy, Harold Gordon

WEDNESDAY SEPTEMBER 5

FRANKIE LAINE TIME	CBS 8pm	with Johnnie Ray (S), Eddie Heywood & Jazz Group, Anne Gilbert (S)
Screen Directors Playhouse	ABC 9pm	The Day I Met Caruso - (O) Elizabeth Rodewald; with Lotfi Mansouri, Sandy Descher, William Walker, Emily Lawrence, Walter Coy, Barbara Eiler, Tito Vuolo
KRAFT TV THEATRE	NBC 9pm	Mock Trial - (O) Edith & Samuel Grafton; with Ed Begley, Richard York, Henry Jones, Joyce Smight, Frank Aletter, Elmor Torn, John Shellie, Calvin Thomas, Yale Wexler, Pat Englund; (SD)
EDDY ARNOLD SHOW	ABC 9:30pm	Peggy Dietrick (S)
20th Century-Fox Hour	CBS 10pm	Overnight Haul; re-run of 5/16/56
INA RAY HUTTON	NBC 10:30pm	Rose Marie (S)

THURSDAY SEPTEMBER 6

Guy Lombardo	WRCA 7pm	Carmen Cavallero
CLIMAX! (Bill Lundigan)	CBS 8:30pm	Bury Me Later - (O) H.F.M. Prescott; (A) Jean Holloway; with Boris Karloff, Angela Lansbury, Torin Thatcher, Sean McClary.
Four Star Playhouse	CBS 9:30pm	A Spray of Bullets; re-run of 11/3/55
ARTHUR MURRAY PARTY	CBS 10pm	with regulars & Toni Arden (S)
LUX VIDEO THEATRE (Ken Carpenter)	NBC 10pm	Road of Fear - (O) Thomas Patrick Cullinan; with Scott Brady, Catherine McLeod, Jimmy Baird, Johnny Crawford

FRIDAY SEPTEMBER 7

Adventures of Rin Tin-Tin (Lee Aaker)	ABC 7:30pm	Forward Ho - (O) Douglas Heyes; with regulars & Bradford Jackson, Peter Coe, Hal Hopper, William Forrest; Song by Hal Hopper; RETURN
Adventures of Jim Bowie (Scott Forbes)	ABC 8pm	The Birth of the Blade - (O) Monte Barrett (from "The Tempered Blade");(A) Lewis R. Foster; with Scott, Walter Sande, Kem Dibbs, Robert Foulk;PREMIERE
Schlitz Playhouse	CBS 9:30pm	The Press Agent - (O) Fred Shevin; with Jack Carson, John Lupton, Nancy Gates, Jack Albertson, Carol Kelly, Larry Blake, Robert Carson, Herb Vigran, Will J. White, Peter Leeds, Ann Stebbins, Robert McCord; Dir - Sheldon Leonard
THE BIG STORY (Ben Grauer)	NBC 9:30pm	William Barker, Reporter: Denver (Colo.) Post - (A) Doug Taylor; with Robert Culp, Lori March, Sidney Pollack, John McLiam, John D. Seymour, Anita Stober; RETURN

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY AUGUST 31 - FRIDAY SEPTEMBER 7

GARRY MOORE SHOW	CBS 10am	9/7 - Earl Hall (C); (no guests announced this week);RETURN
NBC BANDSTAND	NBC 10:30am	9/3,9/5,9/7 - Ralph Flanagan & Orch, & Helen O'Connell; 9/4, 9/6 - Russ Morgan & Orch, & Helen O'Connell

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 31 - FRIDAY SEPTEMBER 7

NBC MATINEE THEATRE	NBC 3pm	9/3 - Are You Listening? - (O) Jack Laird; with Conrad Janis; 9/4 - Ladies' Maid's Bell - (O) Edith Wharton; (A) Robert Esson; with Maureen O'Sullivan; 9/5 - One Hundred Red Convertibles - (O) Roger Garis; 9/6 - The Ivy Curtain - (O) Anthony Spinner; 9/7 - Gramercy Ghost - (O) Richard McCracken; with Sarah Churchill
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	The Job - (O) Harry W. Junkin; with Valerie Cossart, Loretta Leversee, Don Fellows
COKE TIME EDDIE FISHER	NBC 7:30pm	with The Echoes(S)
TONIGHT	NBC 11:30pm	9/3-4: emcee - Jack Paar; guests: 9/3 - Lou Ann Simms(S), Jack Haskell(S), Jose Melis(M), Archer & Giles(S), "The Continental", Louis Nye(C); 9/4 - all the above except Archer & Giles & "The Continental", & Chan Canasta(mentalist), Sister Rosetta Tharpe(S), Alice Pearce(C); 9/5 - Sono Osato(D), Suzi Ono(M), Tatasuo Minagawa(D), Haji Koki(S); 9/6 - Four Voices(S), Don Herbert(magic); 9/7 - Gerry Mulligan & his Combo(M)

SATURDAY SEPTEMBER 8

OZARK JUBILEE (Red Foley)	ABC 7:30pm	Fran Allison(S)
TONY BENNETT SHOW	CBS 8pm	The Diamonds(S), Peg Leg Bates(D), Connie Boswell(S), Judy Canova(C-S), The Langs(acro); LAST SHOW
STAGE SHOW (Dorsey Bros)	CBS 8:30pm	with regulars & George Jessel(C), Sunny Gale(S), Bob Hopkins (impressionist); (SD)
Hey, Jeannie (Jeannie Carson)	CBS 9:30pm	with Jeannie Carson, Allen Jenkins, Al Murray, Jane Dulo (all regulars) & others (names unavailable this week); (SD) PREMIERE

SUNDAY SEPTEMBER 9

You Are There (Walter Cronkite)	CBS 6:30pm	The Great Diamond Fraud - (O) Jack Bennett; with Will Wright, Frank Cady, Tyler McVey, Parley Baer, Emmet Vogan, Joseph Di Reda, Dan Riss, Charles Meredith, Lester Matthews, Alfred Linder; Dir - William Russell
Private Secretary (Ann Sothern)	CBS 7:30pm	French Leave; with (same) regulars & Jean Aubert; RETURN
ED SULLIVAN SHOW	CBS 8pm	Guest emcee: Charles Laughton; with Elvis Presley(S), The Vagabonds(C), The Amen Brothers(acro), Dorothy Sarnoff(S), Conn & Mann(D), Amru Sani(S); (SD)
The Magic Box	NBC 8pm	British feature film, color; preempts STEVE ALLEN SHOW
GOODYEAR PLAYHOUSE	NBC 9pm	Ark of Safety - (O) Frances Goforth, Howard Richardson; with Beulah Bondi, Andrew Duggan, Katherine Squire, Jared Reed, Bert Remsen, Ford Rainey, Rawn Harding, Frank Tweddell; (SD)
Loretta Young Show	NBC 10pm	Saigon - (O) Gerry Day; with Miss Young, Steve Forrest, Donald Randolph. Bruce Wendell, Renee Godfrey, Albert Carrier, Danny Chang; Dir - Richard Morris

Ross Reports ON TELEVISION

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THE TELEVISION INDEX

SEPTEMBER 5, 1956

VOLUME 8 NUMBER 36 A

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

For the first time since he went on television in 1953, Eddie Fisher will have a co-sponsor taking over some of his time from The Coca-Cola Co. Starting Oct 5, Planters Nut and Chocolate Co will sponsor every fourth show in the twice-weekly series. The new sponsorship does not affect Fisher's radio show which remains exclusively "Coke Time.".....Lanolin Plus, Inc. will be the sole sponsor on NBC of Break the $250,000 Bank when it returns to the air with a new moneyed look on Oct 9, Tuesdays, 10:30-11pm NYT. The show is currently looking for and interviewing experts in any specific categories. Call or write to Mr. Wilson, Wolf Associates, 420 Madison Ave., New York.....Lewis Freedman, WCBS-TV(NY) producer of Camera Three has declined the Fulbright scholarship he was awarded last spring in order to continue with his program. The grant was for a study of public service television in England.

The Screen Actors Guild, in a report to its members last week, charged that "reports persist that some casting office officials have been soliciting and accepting gifts and gratuities from actors. It is also reported that talent agents in several instances have urged their actor clients to present gifts and gratuities to casting personnel." The Guild warned that proof of offenses would lead to strong action and penalties under its by-laws. Exposure of offenders has been a problem with all unions and guilds thru the years and the only time people have stood up to complain is when they have not been paid in full for agreed services.

NBC will program between 120 and 130 hours of color shows during the fourth quarter of this year, as against 22.5 hours for the fourth quarter of last year. Included among the shows to be done in color during the new season, as announced last week by NBC president Robert W. Sarnoff, is Ray Bolger's Washington Square, the on-off-on-again color show, which will be seen every other Sunday, 4-5pm NYT over NBC. This is the program that NBC (aside from being mentioned by Mr. Sarnoff) has still not officially announced as being included in the fall schedule. Of course, last week in Hollywood, Mac Benoff, who will be chief writer for the show, announced that he was flying to New York to sign writers for the program, but NBC in New York still couldn't say officially whether the show was on or off. The information gap between high executive levels and the press information staffs at the networks is still so large that the publicity staffs confer over trade paper stories to find out what is going on. This obviously works against putting complete faith in what publicity staffers can say on important stories checked for last-minute confirmation, unless an official release is being prepared at the time.

(MORE)

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Future productions on Studio One include: Sept 24, "Special Announcement," an original by David Aldrich and Peter Van Slingerland, to be produced by Felix Jackson and directed by Paul Nickell; Oct 1, production not announced, to be produced by Robert Herridge; Oct 8, "The Pilot," an original by Paul Crabtree, to be produced by Jackson and directed by Nickell; Oct 15, "The Company of Men" (tentative title), original by Loring Mandel, produced by Jackson, to be directed by William Brown; Oct 22, "The Crimes of Peter Prouse," by Kathleen and Robert Howard Lindsay.....Kaiser Aluminum Hour on Sept 25 will present "Mr. Finchley vs. The Bomb," by Rod Serling, to be directed by Fielder Cook.....Robert Montgomery Presents for Sept 17, "Onions in the Stew," adapted by Doria Folliott from Betty MacDonald's book, to be directed by John Schwartz.....The Alcoa Hour has tentatively scheduled Pearl Buck's original, "The Big Wave" for presentation on Sept 30.

Hal Roach Studios upped its location shooting for television programs this year to about 35 per cent over the shooting schedules of the past years. Prime reasons were the search for authentic backgrounds for new series as well as competitive factors in the industry. "Location" shooting as defined by Sidney Van Keuren, v.p. and general manager of the Roach companies, means using integrated footage made in cities and places far removed from rural Los Angeles. It means that TV film companies are finally breaking out those studio walls because of the stress of adventure series, which seem to have forced even the comedies to stray farther afield. The big story, though, is that The Big Story, NBC live and film program, for many years has been using integrated film footage made in various locations to give its live productions the very real feeling that it is taking place in the very cities each week's newspaperman's story originally happened.....Hal Roach, Jr. had previously announced that his studios were spending about 25 per cent more for scripts than in 1955, in line with approximately the same increase reflected this year in all "above-the-line" costs of half-hour film series. In 1955 the Roach companies spent $329,500 for a total of 247 properties, while during the first six months of 1956, 141 half-hour scripts had already cost $299,850.

Paul Gregory has signed an exclusive contract with CBS to produce nine one-hour and-a-half programs during the next three years, beginning with three during the 1956-57 season.....Seymour Berns, who will again direct the Red Skelton Show this season, will one-shot direct Cole Porter's "You're the Top" for Ford Star Jubilee on Oct 6... .....CBS signed Johnny Carson to a new five-year contract and announced that it would assign new writers to develop a nighttime vehicle for the comedian, which sounds as though a situation comedy is the next thing in the works for the young comedian.

AGENCIES AND ACCOUNTS: William Esty Co., Inc., and Colgate-Palmolive Co. will terminate their relationship on Dec 31 by mutual agreement.....Block Drug Co is dropping Harry B. Cohen Advertising Co., Inc., from its list of agencies and is expected to re-assign other products among new agencies.

PEOPLE GOING PLACES: Gilbert A. Ralston has been upped to the newly-created position of director of network programs, NY, with William Morwood appointed to succeed Mr. Ralston as CBS Television executive producer. Crandall Brown, who has been an associate story editor with Loew's-MGM, will join CBS as TV story editor in New York, succeeding Mr. Morwood in that post. All three will report to Harry Ommerle, CBS TV v.p. in charge of net programs, NY.....Oscar Katz has been named v.p. in charge of daytime programs for CBS Television.....Richard McDonough will direct the George Gobel Show, succeeding Bud Yorkin, who will be producer-director for the new Tennessee Ernie Ford nighttime show.....John P. Cleary named a general programming executive for NBC-TV.....Elliott Arnold appointed story editor for the TCF Television Productions series, Broken Arrow.....Steve Krantz appointed home office director of program development of Screen Gems, Inc.....Tom Lewis appointed v.p. in charge of radio and television for C. J. LaRoche & Co., Inc., with headquarters in Hollywood... ....Gerald Hirschfield appointed director of photography for MPO Productions and MPO Television Films.

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VOLUME 8 NUMBER 37

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(10)

NBC- 9:30-10:30pm EDT; RETURN; Robert Montgomery Presents: The Schick Television Theatre alternating with The Johnson's Wax Program; LIVE from WRCA-TV(NY), 100 stations live, 1 kine. § Alternate Week Sponsors- 1) Schick, Inc (Electric Shavers) thru Warwick & Legler, Inc(NY); Acct Exec- Russell MacDonnell. 2) S. C. Johnson & Son, Inc. (Waxes & Polishes) thru Needham, Louis & Brorby, Inc(Chi); Acct Exec- James Isham; Agcy & Comm Superv- Robert Salter(NY). § Pkgr- Neptune Productions(NY); Prods- Robert Montgomery, John Gibbs; Prod Superv- Joseph W. Bailey; Asst to Prod Superv- Jay Sheridan; Dirs- Perry Lafferty, John Newland, John Schwartz; Sets- Syrjala; Costumes- Jane Burroughs; Scripts- Kathleen Rowan; Casting- Julien Williams (at Neptune). § Robert Montgomery is host-narrator for his returning series of original teleplays, adaptations and dramatizations of documentary material; with top dramatic stars in leading and featured roles. The program succeeds its summer replacement, The Schick Television Summer Theatre and The Johnson's Wax Summer Program (last show Sept 3), which were Montgomery presentations acted by a summer stock company of regulars.

Wednesday(12)

CBS- 7:30-8pm EDT; DEBUT; Pick the Winner; LIVE from various stations, no. of stations indefinite. § Sponsor- Westinghouse Electric Corp (Institutional) thru Ketchum, McLeod & Grove, Inc(Pitt); Asst Acct Exec- Ed Anderson(NY). § Pkgr- CBS Public Affairs(NY); Prod- Ted Ayers(Wash); various production crews in various cities. § Special eight-week series (ending on Oct 31) of pre-election telecasts, four of which will match outstanding speakers of the Democratic and Republican parties against each other in debate, and four news conference programs with party spokesmen being interviewed by leading political writers. The program replaces CBS Cartoon Theatre (last show Sept 5) in this time spot.

NBC- 10:30-11pm EDT; DEBUT; Twenty-One; LIVE from WRCA-TV(NY), no. of stations indefinite. § Sponsor- Pharmaceuticals, Inc (Geritol) thru Edward Kletter Associates, Inc(NY); Acct Exec- Edward Kletter; TV Acct Rep- Don Blauhut; Comm Superv- Helen Lawin; Comm Anncr- Bob Shepard. § Pkgr- Barry & Enright Productions, Inc(NY); Exec Prod- Robert Noah; Prod- Howard Merrill; Dir- Charles Dubin; Music Dir- Paul Taubman; Prog Anncr- Bill McCord; Sets- Jack Landau. § Jack Barry is m.c. for quiz show in which two contestants, isolated in studios from each other, answer questions with points awarded for answers, with progress of game similar to card game of the same name. (Continued on next page)

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Wednesday(12)

NBC- Twenty-One (Cont'd from previous page): At the end of the game, the person leading receives $500 per point for the difference between the two scores. The winner may continue to meet new challengers to increase his winnings. The program replaces the Ina Ray Hutton Show (last show Sept 5) in this time spot.

Friday(14)

CBS- 10:30-11pm EDT; RETURN; Person to Person; LIVE from WCBS-TV(NY), 97 stations live(Life), 49 live(AMOCO), 33 live(Hamm). § Alternate Week Sponsors- 1) Time, Inc (Life Magazine) thru Young & Rubicam, Inc(NY); Acct Exec- Layng Martine. 2) Co-Sponsors: Eastern States- American Oil Co (AMOCO Products) thru Joseph Katz Co(NY); Acct Exec- Bill B. Linn; Comm Anncr- Bob Dixon. Midwest and Western States- Hamm Brewing Co (Hamm Beer) thru Campbell-Mithun, Inc(Minn). § Pkgr- Person to Person, Inc(NY); Prods- Edward R. Murrow, John A. Aaron, Jesse Zousmer; Dirs- Robbert Sammon, Charles N. Hill, Franklin Schaffner; Editorial Associates- John Horn, David Moore. § Edward R. Murrow visits, via remote cameras, two celebrities per show and chats informally with them and their families. Murrow remains in a studio in New York and talks via microwave and phone lines. The program succeeds its summer replacement, Pantomime Quiz (last show Sept 7) in this time spot.

NBC- 9-9:30pm EDT; DEBUT; On Trial, FILM from WRCA-TV(NY) & KRCA-TV(LA), no. of stations indefinite. § Alternate Week Sponsors- 1) Campbell Soup Co thru Batten, Barton, Durstine & Osborn, Inc(NY); TV Acct Exec- Hiram Brown; TV Acct Rep- Tom Phillips; Comm Superv- Al Cuddeback. 2) Lever Brothers Co (Lux Toilet Soap, Rinso) thru J. Walter Thompson Co(NY); Acct Execs- Robert Black(Lux), Kelsey Denton(Rinso). § Pkgr- Fordyce Enterprises, Inc.; Film Prod- Revue Productions for Fordyce at Republic Studios, Studio City, Calif.; Prod- Collier Young; Dir- Robert Stevenson; Dir of Photog- Lester Shorr; Ed Superv- Richard G. Wray; Film Ed- Michael R. McAdam; Writers- Larry Marcus, Don Mankiewicz. § Joseph Cotten is host-narrator for and will star in at least ten of these dramatizations based on famous, authentic court trials; many stressing important legal precedents. The program replaces Star Stage (last show Sept 7) in this time spot.

Saturday(15)

NBC- 12noon-1pm EDT; DEBUT; Cowboy Theater; FILM from WRCA-TV(NY), to the net. § Sustaining. § Pkgr & Prod- Screen Gems, Inc(LA); NBC Prod & Dir(live portions)- Bob Rippen. § Monty Hall is live host, introducing specially edited Western films starring Charles Starrett in various roles, with Russell Hayden and Cliff Edwards featured in many of the films. All were originally produced by Columbia Pictures as Western movie features. The program replaces Captain Gallant of the Foreign Legion, 12noon-12:30pm, and Watch Mr. Wizard, 12:30-1pm. Captain Gallant moves to Sun, 5:30-6pm EDT, effective Sept 16, while Mr. Wizard moves to Sat, 5:30-6pm EDT, effective Sept 15.

NBC- 8-9pm EDT; RETURN; The Perry Como Show; LIVE from WRCA-TV(NY), no. of stations(split for various sponsors) indefinite. § Segment Sponsors(20 minutes each, alternating weekly)- Gold Seal Co (Glass Wax, Snowy Bleach) thru North Advertising, Inc(Chi); Kimberly-Clark Corp., Cellucotton Div (Kleenex, other products) thru Foote, Cone & Belding(Chi); Noxzema Chemical Co (Shave Cream) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Radio Corp of America(Radio, TV) thru Kenyon & Eckhardt, Inc(NY); Sperry & Hutchinson Co (S & H Green Stamps) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Sunbeam Corp (Electric Appliances) thru Perrin-Paus Co(Chi). § Pkgr- Roncom Productions(NY); Exec Prod- George F. McGarrett(NBC); Prod- Robert S. Finkel; Assoc Prod- Henry Howard; Dir- Grey Lockwood; Music Dir- Mitchell Ayres; Prog Anncr- Frank Gallop; Sets- Don Shirley; Costumes- Michi Weglyn; Choreog- Louis DaPron; Choral- Ray Charles; Writers- Goodman Ace, Jay Burton, Mort Green, George Foster. (Cont'd next page)

Saturday(15)

NBC- The Perry Como Show (Cont'd from previous page): Perry Como stars in the musical, variety show, backed by the Ray Charles singers, Louis DaPron dancers, Mitchell Ayres' orchestra and top name variety stars. The program succeeds its summer replacement programs (in order): The Patti Page Show, The Julius La Rosa Show and The Tony Bennett Show (last show Sept 8) in this time spot.

NBC- 9-10pm EDT, 3 of 4 Saturdays; RETURN; Caesar's Hour; LIVE from WRCA-TV(NY), 149 stations, live and kine. § Segment Sponsors- Quaker Oats Co thru Needham, Louis & Brorby, Inc(Chi); B. T. Babbitt Co thru Dancer-Fitzgerald-Sample, Inc(NY); Knomark Manufacturing Co (Esquire Shoe Polish) thru Emil Mogul Co, Inc (NY); Wesson Oil Co thru Fitzgerald Advertising Agency(New Orleans). § Pkgr- Shellrick (cq) Corp(NY); Exec Prod- Hal Janis(NBC); Prod- Leo Morgan; Assoc Prod- George Charles; Dir- Frank A. Bunetta; Music Dir- Bernard Green; Sets- Herb Andrews; Costumes- Jerry Boxhorn; Choreog- Ted Cappy; Writers- Mel Tolkin, Larry Gelbart, Mel Brooks, Neil Simon, Sheldon Keller, Mike Stewart, Gary Belkin. § Sid Caesar returns on a new day and time with his musical-variety revues; featuring Janet Blair, Carl Reiner, Howard Morris, Pat Carroll and Shirl Conway in sketches and comedy numbers; also featuring vocals by William Lewis and piano accompaniment and solos by Earl Wild; with 12 dancers in the chorus. The program replaces People Are Funny, 9-9:30pm, which moves to 7:30-8pm EDT, effective this date, in turn replacing Down You Go (last show Sept 8). Caesar's Hour also replaces Festival of Stars, 9:30-10pm EDT (last show Sept 8).

Sunday(16)

NBC- 4-5:30pm EDT, alternate Sundays; RETURN; Wide Wide World; LIVE remotes from various stations and cities, coordinated thru master control at WRCA-TV(NY), no. of stations indefinite. § Sponsors- A. C. Spark Plug Div., General Motors Corp.; United Motors Service Div., GMC. A. C. Spark Plug Div thru D.P. Brother & Co(Detroit), also participations by Harrison Radiator, Hyatt Bearings, New Departure and Saginaw Steering Gear Divisions, GMC, thru D. P. Brother & Co. United Motors Service Div thru Campbell-Ewald Co(Detroit), also participations by Delco-Remy Div thru Campbell-Ewald Co. § Pkgr- NBC-TV(NY); Exec Prod- Barry Wood; Prods- Alan Neuman, Gerald Green, Herb Sussan, John Goetz, Gary Simpson, all heading various production units; Chief Dir- Dick Schneider; Music Dir- David Broeckman. § Dave Garroway is host and narrator for this panoramic program which explores various themes with remote camera pickups of events in widely separated parts of the U.S., as well as occasional remotes from other countries. The program replaces Frontiers of Faith, 4-4:30pm EDT, which returns to its pre-summer time, 1:30-2pm EDT this date; The American Forum, 4:30-5pm EDT, which returns to its pre-summer time, 1-1:30pm EDT; and Outlook, 5-5:30pm EDT, which moves to 3-3:30pm EDT this date, formerly open time.

NBC- 7:30-8pm EDT; SPECIAL; Kickoff-1956; LIVE from WRCA-TV(NY), no. of stations indefinite. § Sponsor- General Tire & Rubber Co., Inc thru D'Arcy Advertising Company(Cleveland); Acct Exec- Stan P. Seward. § Pkgr- NBC Sports(NY); Prod- Ed Pierce; Assoc Prod- Perry Smith; Dir- Craig Allen; Writers- Irving Graham, Barney Nagler, William Welch. § Salute to the new college football season, with sportscaster Lindsey Nelson, Fred Waring and his Pennsylvanians and the U.S. Military Academy Glee Club. The program replaces Frontier (last show Sept 9) in this time spot.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- Grand Ole Opry (Every 4th Sat, 8-9pm EDT) Sept 15; LIVE from WSM-TV(Nashville).

CBS & NBC- None this week.

ABC- Squeegee, Bulletin from Bertie, War Drums; SPECIAL, Sept 10, 17, 24; Mon, 8-8:30 pm EDT; FILM from WABC-TV(NY), to the net. § Sustaining. § Various packagers and producers. § Films planned as pilots for film series never before seen on television. All were originally scheduled to be shown on G. E. Summer Originals, Tuesdays, 9-9:30pm EDT, but were pre-empted and not shown. They are now shown in a three-week interval before the The Danny Thomas Show debuts in this spot on Oct 1. The three pilots replace The Dotty Mack Show (last show Sept 3) in this time spot.

The Lone Ranger (Thu, 7:30-8pm EDT) New series begins Sept 13; program has been seen in re-runs during the summer. (See Television Index card). Production staff changes for new series: Pkgr- Lone Ranger, Inc.; Film Prod- Jack Wrather Productions, Hollywood, Calif.; Prod- Sherman Harris; Dirs- Earl Bellamy, Oscar Rudolph; Asst Dir- Mark Sandrich, Jr.; Writers- Various.

Disneyland (Wed, 7:30-8:30pm EDT) New series begins Sept 12; program has been seen in re-run during the summer. (See Television Index card for program info).

CBS- My Friend Flicka (Fri, 7:30-8pm EDT) New series began Sept 7; program has been seen in re-runs during the summer. (See Television Index card). Production staff changes: Exec Prod- Michel Kraike; Prods- Sam White, Allen Armer; Dirs- John English, Frederick Stephani, James Clark; Writers- Curtis Kenyon, Kay Lenard, Jerry Sacheim, Rik Vollaerts, Warren Wilson.

Professional Football; RETURN Sept 9; Sun, 3pm-approx 5:45pm EDT (premiere game); from various stations, various cities during the season, to the net. § Sustaining. § Pkgr- CBS Sports(NY); Exec Prod- Judson Bailey; various production crews in cities of origination. § A total of 63 games between teams of the National Football League will be telecast during the season over various CBS regional network links. The games for the first three weeks will be pre-season exhibitions between various league teams. The games are in open net time.

George Burns & Gracie Allen Show (Mon, 8-8:30pm EDT) New series begins Sept 10; program has been in re-run during the summer. (See Television Index card). Production staff changes: Prod & Dir- Rod Amateau. Other credits same as before.

The Millionaire (Wed, 9-9:30pm EDT) New series begins Sept 12; program has been in re-run during the summer. (See Television Index card). Production staff changes: Dirs- Alfred Green, Gerald Mayer, Harry Keller, Sobey Martin, Tony Leader.

NBC- People Are Funny (Sat, 7:30-8pm EDT) New time, effective Sept 15 (see page 81). New series also begins this date; program had been seen in re-run in former 9-9:30pm spot. New alternate week sponsor: R. J. Reynolds Tobacco Co (Salem Cigarettes) thru William Esty Co., Inc(NY) replaces The Paper-Mate Co. The Toni Co thru North Advertising, Inc., continues as alternate week sponsor.

Zoo Parade (Sun, 3:30-4pm EDT) New time, effective Sept 16, with program returning to its pre-summer time. New series begins this date; the program had been seen on film in re-runs during the summer, 5:30-6pm EDT.

Father Knows Best (Wed, 8:30-9pm EDT) New series begins Sept 12; program has been in re-run during the summer. (See Television Index card).

The Life of Riley (Fri, 8:30-9pm EDT) New series begins Sept 14; program has been in re-run during the summer. (See Television Index card). Production information changes: Pkgr- California National Productions, Inc., also Film Prod at California Studio, Hollywood, Calif. Eliminate Sidney Van Keuren as Prod Superv.

TALENT SHOWSHEET SEPTEMBER 7 - SEPTEMBER 16

Most of the shows on September 7, 8, 9 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, September 14. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listings below) are: Armstrong Circle Theatre (kine), Big Town, Crossroads, Crusader, Bob Cummings Show, DuPont Cavalcade Theatre, Ford Theatre, Fury, Capt. Gallant of the Foreign Legion, Alfred Hitchcock Presents, Navy Log, Our Miss Brooks, People's Choice, Roy Rogers, Phil Silvers, Tales of the Texas Rangers, 20th Century-Fox Hour, The Vise.

SUNDAY SEPTEMBER 9

LAMP UNTO MY FEET	CBS 10am	Days of Awe - (O) Milton Wayne; with Stuart Hodes(D), David Stewart (narrator)
LOOK UP AND LIVE	CBS 10:30am	The Desert Island - (O) Ettore Rella; with Frank Silvera, Richard Davalos, Vivian Nathan; (SD)
THE RED BOX	CBS 11am	religious one-shot; (O) Marc Siegel; with Michael Tolan, Betty Miller, Malcolm Lee Beggs, Georgia Simmons, Charles Taylor, Norman Rose, Bernard Lenrow, John Mackwood, Lawrence Dutchyshyn; (COLOR)
ED SULLIVAN SHOW	CBS 8pm	Add: Al Bernie (C), Mr. Ballantine (C-magic)

MONDAY SEPTEMBER 10

Stage 7	WPIX 8pm	Yesterday's Mice - (O) R.E. Thompson; with Gene Nelson, Barbara Eiler; Dir - Richard Kinon;(repeat on 9/13,WABD,8pm)
ABC Specials	ABC 8pm	Squeegee; with Ben Blue; (film);other credits unavailable.
ERNIE KOVACS SHOW	NBC 8pm	with regulars & Ferrante & Teicher (M);LAST SHOW
VOICE OF FIRESTONE	ABC 8:30pm	Mildred Miller
TALENT SCOUTS	CBS 8:30pm	Marti Barris(S),Bob Dixon(S),The Coronadas(S),The Frantics(M)
Charlie Farrell Show	CBS 9pm	with regulars & Tracy Roberts, Dick Elliott, Beverly Thompson, William Benedict, Don Wilson; (SW) John Fenton Murray, Benedict Freedman; (SD)
VIC DAMONE SHOW	CBS 9:30pm	Bobby Van (D), Baird Puppets, Connie Russell (S)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	Soldier From the Wars Returning - (O) Robert Wallace; with James Cagney, Audra Lindley, Muriel Kirkland, Allan Stevenson, Jay Barney, Douglas Rutherford, Katherine Anderson, Pamela Fitzmaurice, Judy Sanford, Heyward Hale Broun, Allen Mourse, Frank Schofield, Peter Hughes, Sandy Kenyon, Peter Fernandez, Eddie Lawrence, Ray Boyle, Helen Auerbach; (SD) Perry Lafferty; RETURN
STUDIO ONE SUMMER THEATRE	CBS 10pm	The Cauliflower Heart - (O) S. Lee Pogostin; with Luther Adler, Clarice Blackburn, Herbert Nelson, Pat DeSimone; (SD)
Douglas Fairbanks	WRCA 10:30pm	Timmy the Shanks; with Richard O'Sullivan, Eddie Byrne, Bee Duffell, Peggy Marshall

TUESDAY SEPTEMBER 11

Life & Legend of Wyatt Earp(Hugh O'Brian)	ABC 8:30pm	Fight or Run - (O) Stuart Lake (from "Wyatt Earp, Frontier Marshal"); (A) Frederick Hazlitt Brennen; with O'Brian & Nelson Leigh, Russel Bender, Selmer Jackson; (SD); RETURN
THIS IS SHOW BUSINESS	NBC 8:30pm	Panel: Abe Burrows, Keefe Brasselle, Jacqueline Susann Guests: Gene Baylos(C), Richard Hayes (S), Elyse Jayne (D)
Jane Wyman Show	NBC 10pm	Approved by Censor; with Mark Richman, Tom Brown, Don Haggerty, Ed Platt, Paul Hahn, Harry Jackson, Will White, Jon Stevens; writer & Dir not available.

TALENT SHOWSHEET(more)

TUESDAY SEPTEMBER 11

GE Summer Originals	ABC 9pm	The Great Lady; with Ann Harding, Vera Miles; (other credits unavailable)
KAISER ALUMINUM HOUR	NBC 9:30pm	Antigone - (O) Socrates;(stage play (O) Jean Anouilh); (A) Lewis Galantiere; with Claude Rains, Marisa Pavan, Mildred Natwick, Felicia Montalegre, Alexander Scourby, Paul Stevens, Clint Young; Dir - Franklin Schaffner

WEDNESDAY SEPTEMBER 12

Death Valley Days	WRCA 7pm	Black Bart,The PO 8; with Don Beddoe, Helen Brown,Helen Heigh, John Damler, Bob Swan,Bud Osborne,Glen Strange,Tex Terry
FRANKIE LAINE TIME	CBS 8pm	Ella Fitzgerald (S), The Four Lads (S), Bernie West (C), Tony Travers (S), Elaine Dunne (S); (SW&SD)
Father Knows Best (Robert Young)	NBC 8:30pm	No Apron Strings - (O) Roswell Rogers; with regulars & Denise Alexander, Frank Puglia; (SD); RETURN
Screen Directors Playhouse	ABC 9pm	High Air; with William Bendix, Dennis Hopper, John Alderson, Hal Baylor, Leo Gordon; Dir - Allan Dwan;(Writer unavailable)
The Millionaire (Marvin Miller)	CBS 9pm	The Story of Kathy Munson; with Barbara Hale, Bill Williams, William Roerick, Helene Heigh, Peggy Stewart; (SD); RETURN
KRAFT TV THEATRE	NBC 9pm	Shadow of Evil - (O) James Aswell; (A) Calvin Tompkins; with Richard Carlson, Conrad Nagel, Georgiann Johnson, Robert Culp, Billy Lee, Bert Thorn, Victor Thorley; Dir - Harry Herrmann; (this show in B&W only)
EDDY ARNOLD SHOW	ABC 9:30pm	Georgia Brown (S)
US STEEL HOUR	CBS 10pm	We Must Kill Toni - (O) Ian Stuart Black; (A) Leslie Duncan; with Norman Lloyd, Fritz Weaver, Lisa Daniels, Rex O'Malley, Edith Meider; (SD) Norman Felton

THURSDAY SEPTEMBER 13

Guy Lombardo	WRCA 7pm	Carmen Cavallero
Lone Ranger	ABC 7:30pm	with Clayton Moore, Jay Silverheels (regs) & Johnny Beradino, Judy Dan; (SD); RETURN
CLIMAX!	CBS 8:30pm	Burst of Violence - (O) Richard Landau, Fred Freiberger;with Eddie Albert, Betsy Palmer, John Baragrey, Malcolm Broderick Dir - Tom Donovan
Four Star Playhouse	CBS 9:30pm	preempted for political program
ARTHUR MURRAY PARTY (Kathryn Murray)	CBS 10pm	Eydie Gorme (S), & winners of Harvest Moon Ball contests.
LUX VIDEO THEATRE (Ken Carpenter)	NBC 10pm	The Top Rung - (O) Reuben Bercovitch, Stanley Silverman; (A) unavailable); with Lee Bowman, William Hopper, Irene Harvey ; Dir - James Yarbrough

FRIDAY SEPTEMBER 14

RELIGIOUS SPECIAL	WRCA 5pm	The Shade of the Tree - (O) Steven Gethers; with Aline MacMahon (narrator); Dir - Walter Garrity. (One-shot)
Science Fiction Theatre	WRCA 7pm	Brain Unlimited; with Arthur Franz; (other info unavailable).
Adventures of Rin-Tin-Tin (Lee Aaker)	ABC 7:30pm	The Witch of the Woods; with regulars & Mildred Von Hollen, Lyle Talbot, Tiger Fafara; (SD)
Adventures of Jim Bowie (Scott Forbes)	ABC 8pm	The Squatter - (O) John Dunkel; with Jeanne Moody, Steven Geray, Virginia Christine, George Eldredge; (SD); (story from "The Tempered Blade" by Monte Barrett)
The Life of Riley	ABC 8:30pm	with William Bendix,Marjorie Reynolds,Lugene Sanders, Wesley Morgan, George O'Hanlon, Florence Sundstrom, Tom D'Andrea, Gloria Blondell (all regs except O'Hanlon & Sundstrom);RETURN

TALENT SHOWSHEET(more)

FRIDAY SEPTEMBER 14

On Trial (Joseph Cotten)	NBC 9pm	The Trial of Edward Pritchard; with Jan Chaney, Henry Daniell, Ivan Triesault, Irene Tedrow, Jack Raine, Walter Kingsford, Lumsden Hare, Terence DeMareny, Hilda Plowright, Leo Gordon, Pat O'Hara; (SW) Larry Marcus & Don Mankiewicz;(SD) PREMIERE
Schlitz Playhouse	CBS 9:30pm	Midnight Kill - (O) William Fay; (A) Douglas Morrow; with James Whitmore, Phyllis Avery, Carl Benton Reid, Lynn Allen, Jacques Aubuchon, Saul Gorss, Helene Santley, Charles Postal, Joe Haworth
BIG STORY (Ben Grauer)	NBC 9:30pm	Gene Fuson, Reporter: San Diego(Calif) Union - (A) Alvin Boretz; with Martin Brooke, Simon Oakland, Val Avery, Herbert Voland, Pete Dumeny, Arny Freeman

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 7 - FRIDAY SEPTEMBER 14

GARRY MOORE SHOW	CBS 10am	9/14 - "Wild" Bill Davison (M), Mickey Deems (C), Billy Gilbert (C)
NBC BANDSTAND (Bert Parks)	NBC 10:30am	Glenn Miller's Orch directed by Ray McKinley & Tommy Tucker's Orch; also Frank Parker (S)
TENNESSEE ERNIE FORD	NBC 2:30pm	9/11 - Leo Mossman (S)
NBC MATINEE THETARE	NBC 3pm	9/10 - The Lovers - (O) Marion C. Baker; 9/11 - Reach for the Stars - (O) B.L. Hunter; 9/12 - I Like It Here - (O) A.B. Shiffrin; 9/13 - A Question of Balance - (O) Wood Fitchette & Stuart Dunham; 9/14 - Marriage Royal - (O) Robert Wallsten
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	The Price Tag - (O) William Kendall Clarke; Hildy Parks, Joe Maross, Lillian Schaaf, Earl Hammond, Loraine Grover
TONIGHT	NBC 11:30pm	9/10-9/11 - Guest emcee: Morey Amsterdam; Guests: 9/10 - Jack Haskell (S), Barbara Lea (S), Clifford Guest (ventril), Florian Zabach (M), Stan Getz Jazz Quartet; 9/11 - Diahann Carroll (S), Beatrice Kraft (D), Jack Haskell (S); 9/12 - John Carradine, Maynard Ferguson(M); 9/13 - Chester Morris, Al Hibbler (S), Bobby Dukoff Jazz Group; 9/14 - Joe Venuti(M), Barbara Carroll Trio (M)

SATURDAY SEPTEMBER 15

GRAND OLE OPRY	ABC 8pm	with regulars & Ferlin Huskey(S), Chet Atkins(M), Kitty Wells (S-M), Jimmy Dickens(S), Faron Young(S), Lew Childre (C-S), Marty Robbins(S), Hank Snow(S)
PERRY COMO SHOW	CBS 8pm	Irene Dunne, Sal Mineo, Buddy Hackett(C), Patience & Prudence (S); (SW&SD); RETURN
STAGE SHOW	CBS 8:30pm	with regulars & The Crew-Cuts(S), Leo DeLyon(C), Eddie Fontaine(S)
CAESAR'S HOUR	NBC 9pm	William Lewis, Janet Blair, Carl Reiner, Howard Morris, Shirl Conway (all regs); (SD); RETURN
Hey, Jeannie	CBS 9:30pm	(O) Nate Monaster; with regulars only; (SD) Les Goodwins

SUNDAY SEPTEMBER 16

LAMP UNTO MY FEET	CBS 10am	The Ministry - (O) Clair Roskam; (other info unavailable; see next Showsheet)
CAMERA THREE	CBS 11:30am	Cosi Fan Tutti;(Mozart opera produced by Camera Three Opera work-shop); with David Lloyd, Phyllis Curtin, Mack Morgan, Jane Hobson, Kenneth Smith (all singers)

SUNDAY SEPTEMBER 16

You Are There	CBS 6:30pm	The First Moscow Purge Trial - (O) Mel Goldberg; with Robert Cornthwaite, Peter Mamakos, Peter Brocco, Mel Welles; Dir - William Russell
Private Secretary	CBS 7:30pm	with regulars & Franklin Pangborn, Percy Helton, Frank Scanell
ED SULLIVAN SHOW	CBS 8pm	Marion Marlowe(S), Richard Hearne(C), The Goofers(M-C), The Four Aces(S), Fujiawari Opera Company of Japan, Milwaukee Braves Baseball Team, winners of Harvest Moon dance contest; (SD)
STEVE ALLEN SHOW	NBC 8pm	Sammy Davis, Jr.(S), Gogi Grant(S), Milt Kamin(C); (remote from a Panamanian ship with choreography by Rod Alexander)
ALCOA HOUR	NBC 9pm	Flight Into Danger - (O) Arthur Hailey; with Macdonald Carey, Liam Redmond, Patricia Barry, Geoffrey Toone, John Drainie, Felix Deebank, Robert Dryden, Don Keefer, John Conwell, John McLiam; (SD) Herb Hirschman
Loretta Young Show	NBC 10pm	Little League - (O) Richard Morris; with Miss Young, Mabel Albertson, Tommy Kirk, Ray Ferrell, Michael Garrett; Dir - Richard Morris; (SD)

Ross Reports ON TELEVISION

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THE TELEVISION INDEX

SEPTEMBER 12, 1956

VOLUME 8 NUMBER 37 A

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Network reorganizations are the natural order of things every so often, especially after a period in which executives are raised to higher and higher levels just below the top line. One suddenly finds too many high-powered people with duties that either over-lap or have to be narrowly defined to avoid personality and prerogative conflicts. Then there must be a shake-out, usually followed later by quieter drop-outs as minor executives are found wanting under new assignments and in new relationships. The strain of programming and sales successes and failures naturally have as much as anything in television to do with executive reorganization, just as it happens in any other set of executive suites.

Gordon Jenkins' "Manhattan Tower" will be an NBC Saturday Spectacular on Oct 27, 9-10:30pm NYT, with Helen O'Connell and Pete Marshall starred as the young lovers; with Phil Harris, Ethel Waters and Cesar Romero starring in other roles. The program will originate from NBC Burbank, with Gordon Jenkins as producer, but for the first time in his career he will not personally conduct the music. Bud Dant will be music director, conducting a 45-piece orchestra and a 16-voice chorus. Elliott Lewis will be executive producer, with Furth Ullman and Pete Barnum as associate producers. Sponsorship for the Saturday spec will be shared by Oldsmobile Division, GMC, Radio Corp. of America and Whirlpool-Seeger Corp.....ABC and Martin Stone have refurbished their Sunday afternoon circus format with a new m.c. team, a more adult variety evening approach and will debut Circus on Oct 4, Thursdays, 8-9pm NYT. Ventriloquist Paul Winchell, with Jerry Mahoney, will be the ringmaster team operating under a big tent, introducing top circus acts, plus novelty and variety acts from other fields. Martin Stone will produce the show, with Jim Walsh directing and Ralph Herman handling the orchestra. The program replaces the Thursday evening group of English movies shown under the program title, The Hour Glass.

Robert Montgomery not only decided to add documentary realism to his drama production slate this season, but he is out to slug the opposition as early and as often as possible with top name stars. He led off the season with Jimmy Cagney last Monday and will present Constance Bennett in the role of author Betty MacDonald next Monday. Then on September 24 Claudette Colbert will star in a Robert J. Shaw original, "After All These Years," to be directed by John Newland.....Alcoa Hour-Goodyear Playhouse has scheduled "Maestro," an original by John Vlahos, to be directed by Paul Stanley, for Sept 23, with Pearl Buck's "The Big Wave," directed by Norman Felton, coming up on Sept 30. The Oct 7 production will be Elizabeth B. Ginty's "Missouri Legend".

(MORE)

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Ted Apstein has moved over to Alcoa-Goodyear as story editor, since MCA has changed over to almost all film production as far as regular series are concerned. The script policy of the moment is for big name properties by well-known writers only, with originals possibly coming back into force later in the season. Assignments for adaptations of major properties will be made only to top writers through their agents. .....The order of the day for drama programs this season appears to be a striving for a balance of power to attract and hold audiences. One must have a major story source, or a well-known adapter; an original by a top name writer; failing these one must have well-known star names in leading roles -- the star system, or reasonable facsimiles, has become a major force in television drama.

Julie Andrews will star in the Rodgers and Hammerstein 90-minute musical production of "Cinderella" for CBS, to be presented sometime after the first of the year. Rodgers and Hammerstein will write, compose and produce the musical, with CBS hoping that the cost will be kept within reasonable limits, by television standards. According to an interview given by the pair last week, they have a "blank check" for the production.....When The Jackie Gleason Show returns with its former one-hour live format on Sept 29, the production staff will be almost the same as that used for the half-hour filmed program during the past season, except that the variety personnel will return to the fold. June Taylor will have 16 dancers and Ray Bloch will lead an orchestra of 35 men, said to be the largest orchestra on a TV variety program. Joe Bigelow is script supervisor for Gleason, with writers Marvin Marx, Walter Stone, Sid Zelinka and Herb Finn working under him.

WCBS-TV(NY) is following the Chicago trend toward local live music shows with a new 45-minute weekly series starring Vincent Lopez and his orchestra, starting Oct 13, Saturdays, 6:15-7pm, under the title, Vincent Lopez. Hal Hough is exec producer, with Dan Gallagher as producer and Ned Cramer as director. The featured singers on the show will include Judy Lynn, band saxaphonist Teddy Norman, band guitarist Eddie O'Connor and former bandleader Johnny Messner.....Eddie Cantor will perform in the second strictly dramatic role in his more than 50 years in show business when he stars in a live production of "Seidman and Son" on CBS' Playhouse 90 this season. His first role was in a recent NBC Matinee Theatre drama. The CBS program will be directed by Vincent Donehue.....The September 29 production of Esther Williams' "Aqua Spectacle" on the NBC Saturday Spectacular will be the water frolic's only appearance in this country. It was intended that the show would tour the U. S. and Canada after its six-week breaking-in period in London, but this has been "postponed due to the fact that Miss Williams has several picture commitments pending". It is also an extremely expensive show to erect and tour as the English tryout demonstrated.

The NTA Film Network will begin operation on Oct 15 with the cooperation of 102 TV stations which will provide one and one-half hours of time each week, which will be filled with NTA "first-run feature spectaculars" during the first year, with additional hours expected to be made available by each station for half-hour film series during the second and succeeding seasons. The quoted phrase in the previous sentence is NTA's description of what other stations call "movies never before seen on television".

PEOPLE GOING PLACES: Sylvester L. (Pat) Weaver resigned as chairman of the board of NBC, effective Sept 7.....NBC announced the following executive appointments: Thomas A. McAvity, executive v.p., television network programs and sales; Charles R. Denny, executive v.p., operations, responsible for NBC's owned TV and radio stations, spot sales, NBC radio network, production facilities and California National Productions, Inc.; John M. Clifford, executive v.p., administration; David C. Adams, executive v.p., corporate relations, including station relations.....E. D. Leshin named film program production manager for CBS Television net programs, Hollywood. He had been a net producer.....Jack Steck named executive assistant in charge of program development, WFIL-TV(Phila).....Harry Trigg appointed director of programming for WNBQ(Chi).

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PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

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THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(17)

NBC- 8-9:30pm EDT, every 4th Mon; RETURN; Producers' Showcase; LIVE (COLOR) from KRCA-TV(LA) (Premiere show origination), other shows NY; 95 stations live, none kine. § Co-Sponsors- 1) Radio Corp of America (RCA Victor, RCA divisions); RCA Victor TV, Radio, Phonograph sets thru Kenyon & Eckhardt, Inc(NY); Acct Execs- Kevin Kennedy(45 Phono, Radio & Hi Fi), Bob Barker(TV Sets). RCA Victor Records thru Grey Advertising Agency(NY); Acct Exec- David Strauss. RCA Service thru Al Paul Lefton Co., Inc(Phila); Acct Exec- Jack McGrath. 2) Whirlpool-Seeger Corp (RCA Whirlpool, Imperial Washers) thru Kenyon & Eckhardt, Inc(Chi); Acct Exec- Larry O'Neil(NY). § Pkgr- Showcase Productions, Inc(NY); Exec Prod- Mort Abrahams; Prod- Hal Stanley(premiere); Assoc Prod- Leo Davis; Prod Super- Shelley Hull; Dir- Bretaigne Windust(premiere); Prog Superv- Alvin Cooperman; Assoc Dir- Dean Whitmore; Music Dir- Charles Sanford; Sets- Ed Stephenson(premiere); Costumes- Campbel (premiere); Choreog- Tony Charmoli. § Top Broadway and Hollywood stars in originals and adaptations of past stage successes, both dramas and musicals, many with guest producers and directors. Programs will originate mainly from New York where the permanent production staff is based. The program preempts programs in the 8-9:30pm NYT period every fourth Monday.

Tuesday(18)

ABC- 7:30-8:30pm EDT, alternate Tue; DEBUT; Conflict; FILM from WBKB(Chi) & KABC-TV(LA), 63 stations net, 52 delayed. § Chesebrough-Pond's, Inc (Pond's Cosmetics, Vaseline brand products, Pertussin cough medicine); Pond's thru J. Walter Thompson Co(NY); Acct Exec- Sam Wolf; TV Acct Rep- Bart McHugh; Comm Prod- Larry Goldwasser(JWT). Vaseline products & Pertussin thru McCann-Erickson, Inc (NY); Acct Exec- Lawrence Puchta; Asst Acct Exec- Robert McIntyre; TV Acct Rep- King Horton. § Pkgr & Film Prod- Warner Bros. TV Division, Burbank, Calif.; Exec Prod- William T. Orr; Prod- Roy Huggins; Prod Superv- Oren Haglund; Dirs- James Kern(premiere), Roy Del Ruth, others; Music Dir- David Buttolph; Script Ed- Jack Emanuel; Writers- Liam O'Brian, Vincent Evans, Howard Browne, others. § Anthology series of hour-long dramas with top star names, appealing basically to family viewers. The program follows the pattern of the every-other-week re-runs that have been alternating with Cheyenne under the previous title, Warner Bros. Presents in this time spot.(last program under Warner Bros. Presents main title was Sept 11).

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Tuesday(18)

ABC- 9:30-10pm EDT; RETURN; Du Pont Cavalcade Theatre; FILM from WABC-TV(NY), WBKB(Chi) & KABC-TV(LA), 61 stations net, 25 delayed. § Sponsor- E. I. du Pont de Nemours & Co., Inc (Institutional on behalf of various products) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Harold Blackburn; Comm Anncr- John Kennedy. § Pkgr- Batten, Barton, Durstine & Osborn, Inc., for du Pont; Film Prods- Some films from Four Star Films, Inc., under previous contract, prod at RKO-Pathe Studios, Culver City, Calif.; plus new season's films produced by Sharpe & Lewis Productions (Hawthorne Productions), Motion Picture Center, H'-wood; Sharpe & Lewis staff: Exec Prod- Don Sharpe; Prod- Warren Lewis; Prod-Superv- Lloyd Richards; Dir- Tom Gries; Asst Dir- Frank Baur; Art Dir- Duncan Cramer; Story Ed- William Koenig; Writers- Various. § New series of documentary dramas of contemporary interest, also fictionalized dramas. The previous season's format featured factual historical dramas based on contemporary American history. The program has been seen in re-runs in this time spot during the summer.

NBC- 8-8:30pm EDT; RETURN; The Big Surprise; LIVE from WRCA-TV(NY), 146 stations live, none delayed. § Alternate Week Sponsors- 1) Speidel Corp (Watch Bands, Men's Jewelry) thru Norman, Craig & Kummel, Inc(NY); Acct Exec- Gerard Bissinger. 2) Purex Corp., Ltd. (Dutch brand cleansers, Purex Dry & Liquid Bleach, Trend). Dutch cleansers thru Weiss & Geller, Inc(Chi); Acct Exec- Robert Harris. Purex Dry & Liquid Bleach, Trend thru Foote, Cone & Belding(LA); TV Acct Rep- Stuart Minton, Jr. § Pkgr- Entertainment Productions, Inc., in association with Harry Fleischman(NY); Exec Prod- Steve Carlin; Prod- Merrill Heatter; Assoc Prod- Shirley Bernstein; Prod Superv- Joseph L. Stuhl; Dir- Fredric A. Carr; Assoc Dir- Grant Johnson; Music Dir- Norman Leyden; Sets- Eddie Gilbert. § Mike Wallace m.c.'s the audience participation quiz show, returning for its second season on a new day and time, with its question game worth up to $100,000 for contestants who answer all questions successfully. All questions above the $2,000 level are prepared under the supervision of James Colvin of the Encyclopedia Brittanica editorial board. The program replaces Dear Phoebe (last show Sept 11) in this time spot.

NBC- 8:30-9pm EDT; DEBUT; Noah's Ark; FILM (COLOR) from WRCA-TV(NY) & KRCA-TV(LA), 113 stations net, 2 delayed. § Sponsor- Liggett & Myers Tobacco Co (Chesterfield Cigarettes) thru McCann-Erickson, Inc(NY); Acct Exec- Harold Graham. § Pkgr & Film Prod- Mark VII, Ltd., at Republic Studios, North Hollywood, Calif.; Prod & Dir- Jack Webb; Assoc Prod- Olan Soule; Dir- Harry D'Arcy; Music Dir-David Buttolph; Prog Anncr- George Fenneman; Dir of Photog- Edward Coleman; Writers- Jack Webb, Frank Burt. § New film series based on the experiences of two veterinarians and the animals they treat, featuring Paul Burke as Dr. Noah McCann, Vic Rodman as his older partner Dr. Sam Rinehart, and May Wynn as their receptionist Liz Clark. The program works in cooperation with the Southern California Veterinary Medical Assn and the American Humane Assn. The program replaces This is Show Business (last show Sept 11) in this time spot.

Thursday(20)

NBC- 7:30-7:45pm EDT; RETURN; The Dinah Shore Show; LIVE from KRCA-TV(LA), no. of stations indefinite. § Sponsor- Chevrolet Dealers of America thru Campbell-Ewald Co(Detroit); Acct Exec- Philip L. McHugh; Comm Anncrs- Art Baker, Joel Aldred. § Pkgr- NBC-TV(LA); Prod & Dir- Bob Banner; Assoc Dir- Barbara Fishel; Music Dir- Harry Zimmerman; Miss Shore's Music Advisor- Ticker Freeman; Prog Anncr- Art Baker; Sets- Frank Swig; Choreog- Jack Baker. § Dinah Shore returns as the star of her musical show, backed by The Skylarks (George Becker, Earl Brown, Joe Hamilton, Gilda Maiken, Carol Lombard). The program will only be seen on Thursday and not on Tuesday and Thursdays as in previous seasons. In its return the program replaces Chevrolet on Broadway (last show Sept 13).

Thursday(20)

NBC- 10-11pm EDT; RETURN; Lux Video Theatre; LIVE (COLOR) from KRCA-TV(LA), no. of stations indefinite. § Sponsor- Lever Brothers Co (Lux Soap, Flakes, Liquid, other Lever products); Lux products thru J. Walter Thompson Co(NY); Acct Execs- Peter Geisler(Lux Soap), Philip Mygatt(Liquid & Flakes). Other participating products are Spry thru Keyon & Eckhardt, Inc(NY), Good Luck Margarine thru Ogilvy, Benson & Mather, Inc(NY), Pepsodent thru Foote, Cone & Belding(NY). § Pkgr- J. Walter Thompson Co(LA); Exec Prod- Stanley Quinn; Assoc Prod- Earl Ebi; Dirs- Norman Morgan, Michael Dreyfuss, James Yarborough, Richard Good, Dave Orrick; Music Dir- Rudolph Schrager; Prog Anncr- Ken Carpenter; Story Ed- Richard McDonagh; Casting- Miles Gilbert. § Gordon MacRae is host for this season's presentations of full-hour adaptations of motion picture scripts, with prominent Hollywood talent in leading roles. Five full-hour musicals will also be presented for the first time during the season, with Gordon MacRae as producer. The program succeeds its summer replacement, Lux Video Summer Theatre (last show Sept 13) in this time spot.

Peg

Saturday(22)

CBS- 7:30-8pm EDT; DEBUT; The Buccaneers; FILM from WCBS-TV(NY) & KNXT(LA), 74 stations net, 12 delayed. § Sponsor- Sylvania Electric Products, Inc (All Products) thru J. Walter Thompson Co(NY); Acct Superv- Henry Johnson; TV Acct Rep- Robert Buchanan; Comm Superv- Ernest Motyl. § Pkgr- Official Films with Sapphire Films, Ltd(England); Film Prod- Sapphire Films, Ltd., at Nettleford Studios, Surrey, England; Exec Prod- Hannah Weinstein; Prods- Sidney Cole, Ralph Smart; Dirs- Leslie Arliss, Ralph Smart, others; Music Dir- Edwin Astley; Art Dir- Peter Proud. § New filmed adventure series based on pirate adventure and the 18th Century struggle for sea supremacy between England and Spain; with Robert Shaw as ex-pirate captain Dan Tempest, a minor character in early episodes, but gradually becoming the main character in later films. The program replaces Beat the Clock, which moves up to the 7-7:30pm EDT time spot, effective this date. (See Network Changes for sponsor information on latter program).

NBC- 1-2pm EDT; SPECIAL; Be A Famous Figure; LIVE (COLOR) from WRCA-TV(NY), approx 55 stations live, 1 kine. § Sponsor- Warner Brothers Co., Inc (underwear & lingerie) thru C. J. LaRoche & Co., Inc(NY); Acct Exec- D. M. Marshman; TV Acct Rep- Tom Lewis; Comm Superv- Stuart Ludlum, Carroll O'Meara(both LA, comms on film). § Pkgr- NBC-TV(NY); Exec Prod- Ted Rogers; Prod- Roger Gimbel; Assoc Prod- Kay Elliot; Dir- Kirk Browning; Music Dir- Skitch Henderson; Sets- Murr Smidt; Costumes- Guy Kent; Choreog- Mary Lynn. § First of four special musical fashion shows (others will be on Dec 8, March 2 and June 1) displaying the current styles of each season. The shows are in the form of musical stories with fashion displays integrated in the story line. (See page C for credits).

NBC- 3-3:15pm EDT(premiere); RETURN; NCAA Football Preview; LIVE from WRCA-TV(NY), approx 160 stations live. § Sponsor- Allstate Insurance Co thru Christiansen Advertising Agency, Inc(Chi). § Pkgr- NBC Sports(NY); Prod- Ted Nathanson; Writer- John Kieran, Jr. § Jimmy Powers and Bud Palmer handle sports commentary to be presented before seven of the eight NBC Game of the Week telecasts this fall, Saturdays thru Dec 1, including Thanksgiving Day, Nov 22.

NBC- 3:15-approx 6pm EDT(premiere); RETURN; NCAA Game of the Week; LIVE from various stations, various cities, 174 stations live. § Segment Sponsors- 1) Sunbeam Corp thru Perrin-Paus Co(Chi); 2) U. S. Rubber Co thru Fletcher D. Richards, Inc(NY); 3) Bristol-Myers Co thru Doherty, Clifford, Steers & Shenfield, Inc(NY); 4) Zenith Radio Corp thru Batten, Barton, Durstine & Osborn, Inc(Chi). § Pkgr- NBC Sports(NY); Prod- Perry Smith; Dir- Harry Coyle; Writer- Barney Nagler. § Telecasts of seven major Saturday afternoon NCAA college football games, with two different games televised in different sections on Thanksgiving Day. The telecast schedule runs thru Saturday, December 8.

Saturday(22)

NBC- approx 6-6:15pm EDT(premiere); RETURN; NCAA Scoreboard; LIVE from WRCA-TV (NY), 70 stations live. § Sponsor- The Dow Chemical Co thru McManus, John & Adams(Bloomfield Hills); Acct Exec- William Bachman. § Pkgr- NBC Sports(NY); Prod- Ted Nathanson; Writer- Barney Nagler. § Russ Hodges and Jim Crowley report football score immediately after the conclusion of the NCAA Game of the Week.

Sunday(23)

NBC- 7:30-8pm EDT; DEBUT; Circus Boy; FILM from WRCA-TV(NY) & KRCA-TV(LA), 82 stations net, 6 delayed, 9 quick kines. § Sponsor- Reynolds Metals Co (Aluminum Products) thru Buchanan & Co(NY), for the program; Acct Exec- William Dasheff; TV Acct Rep- Nat Strom; and thru Clinton E. Frank, Inc(Chi), for the commercials. § Pkgr & Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood, Calif.; Co-Prods- Herbert B. Leonard, Norman Blackburn; Dir- Robert G. Walker; Asst Dir- Mitch Gamson; Art Dir- Paul Palmentola. § Adventure series about a boy adopted by a circus troupe at the turn of the century, with 12-year-old Mickey Braddock as the boy Corky, Noah Beery, Jr., as Joey the Clown, Robert Lowery as Big Tim and Guinn "Big Boy" Williams in a featured role. The program replaces Frontier (last show Sept 9) in this time spot for the sponsor.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week.

NBC- See Producers' Showcase listing on page 83.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Arthur Godfrey's Talent Scouts (Mon, 8:30-9pm EDT) and Arthur Godfrey Time (Mon thru Thu, 10:30-11:30am EDT) Arthur Godfrey returns from vacation, effective Sept 17, resuming with both programs. Talent Scouts returns from its three-week Hollywood origination to NY this date (see page 75).

Political Address by President Eisenhower; SPECIAL Sept 19; Wed, 9:30-10pm EDT; LIVE from WTOP-TV(Wash), no. of stations indefinite. § Sponsor- Republican National Committee. § Production info not available; crew from WTOP-TV(Wash). President Eisenhower outlines his campaign plans in a paid political address. The program pre-empts I've Got a Secret, one time only.

The Phil Silvers Show (Tue, 8-8:30pm EDT) New series begins Sept 18; program has been seen in re-run during the summer. (See Television Index card).

The Jack Benny Show (alt Sun, 7:30-8pm EDT) Program returns from summer vacation Sept 23, presenting live and filmed shows as in previous seasons. (See Television Index card). The program time was occupied by re-runs of Private Secretary during the summer, also its alternate program during the regular season (see page 78).

Beat the Clock (Sat, 7-7:30pm EDT) New time effective Sept 22. (See The Buccaneers, page 85). New sponsor effective this date is Hazel Bishop, Inc(Lipstick, Hair Spray, Cleanser, Makeup Compact) thru Raymond Spector Co., Inc(NY); Acct Exec- Richard Blaine. Production credits same as on Television Index card.

NBC- The Golden Touch of Frankie Carle; ADD NEW DAY Sept 3; Mon, 7:30-7:45pm EDT; LIVE from KRCA-TV(LA), to the net. Sustaining. Program currently seen Tue, 7:30-7:45pm EDT, also replaced Monday Gordon MacRae Show (last show Aug 27). Tuesday Carle program will end with Sept 25 program, Monday program continues.

Conversations with Elder Wise Men (Irregular filmed programs) Conversation with psychoanalyst Dr. Ernest Jones, Sept 23, Sun, 4-4:30pm EDT; with Lionel Trilling.

TALENT SHOWSHEET SEPTEMBER 14 - SEPTEMBER 23

Most of the shows on September 14, 15, 16 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, September 21. Script identifications used are: (O) Original, (A) Adaptation. (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D) comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listings below) are: Armstrong Circle Theatre (kine), Big Town, Crossroads, Crusader, Bob Cummings Show, Ford Theatre, Fury, Alfred Hitchcock Presents, Navy Log, Our Miss Brooks, People's Choice, Roy Rogers, Tales of the Texas Rangers, 20th Century-Fox Hour, The Vise.

SUNDAY SEPTEMBER 16

LAMP UNTO MY FEET	CBS 10am	Add:(new title) Heaven and Earth - (O) Clair Roskam; with Nancy Wickwire, Jack Lord, Dorrit Kelton, Harrison Dowd, Clifford David
LOOK UP AND LIVE	CBS 10:30am	- (O) Nel King; with Lois Nettleton, Don Fellows
Capt. Gallant of the Foreign Legion	NBC 5:30pm	Gallant's New Post - (O) Walter Daniels; with Buster Crabbe, Cullen "Cuffy" Crabbe, Fuzzy Knight (all regs) & Peter Trent, Leslie Daniels, John Stacy, Dino Nardi; (SD) Steve Previn; RETURN (new day & time)
Telephone Time	CBS 6pm	Keely's Wonderful Machine - (O) John Nesbitt; with Melville Cooper, Barry Kelley, Helen Mayon, Danny Richards Jr.;RETURN
STEVE ALLEN SHOW	NBC 8pm	Add: Bil & Cora Baird & their marionettes; (choreography for remote pick-up by Rod Alexander & Bambi Lynn; original music by Skitch Henderson)

MONDAY SEPTEMBER 17

ABC Special	ABC 8pm	War Drums; with Tom Keane; (film); other credits unavailable
Stage 7	WPIX 8pm	The Man Who Came Over the Mountain - (O) N.B. Stone,Jr; with John Ericson, John Litel, Sally Fraser; Dir - Leslie Goodwins; (also seen Thu 9/20, WABD 8pm).
PRODUCERS' SHOWCASE	NBC 8pm	The Lord Don't Play Favorites - (O) Patrick Malloy;(A) Jo Swerling, Hal Stanley; with Robert Stack, Kay Starr, Dick Haymes, Buster Keaton, Louis Armstrong, Mike Ross, Oliver Blake, ~~Arthur Q. Bryan~~, Barry Kelly, Jerry Maren, Nejla Ates, Gene Lanham, Mack McClean, Maurice Duree, Mel Odey,Dick Beard, Frank Sabella, Louanna Gardner, Juney Ellis, Dick Byron, Gil Mershon, Ralph Brewster, Dick Wittingly, Bill Reeve, Clark Yocum, Grover Dale, Gloria DeWerd, Ricky Sorenson, Jerry Hartelban, Debbie Mueller, Gretchen Houser, Roberta Laune, Joan Larkin,(& 15 singers); Dir -Bretaigne Windust; RETURN
VOICE OF FIRESTONE	ABC 8:30pm	Robert Merrill
TALENT SCOUTS	CBS 8:30pm	The Blackwood Brothers (S),Arlene Adams(S), Manolo Mara(S)
Charlie Farrell Show	CBS 9pm	with regulars & Jeff Silver; (SW&SD)
VIC DAMONE SHOW	CBS 9:30pm	Jaye P. Morgan(S), Rudy Vallee(S); (SD)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	Onions in the Stew - (O) Berry MacDonald; (A) Doria Folliott; with Constance Bennett, Terry O'Sullivan, Robin Morgan, Pat Sully, Michael Evans, Sandy Horn, William Darrid, Mary Grace Canfield, Tom Ellis; (SD) Jack Schwartz
STUDIO ONE SUMMER THEATRE	CBS 10pm	Dark Morning - (O) Arden Casey; with Larry Gates, Joan Potter, Howard Wierum, Gerry Mitchell, Paul E. Richards, Robert Dowdell, Ned Glass; (SD) Arthur Penn
Douglas Fairbanks Presents	WRCA 10:30pm	Guy in the Middle; with Robert Beatty, Yolande Donlan, John Longden, Irene Browne

TALENT SHOWSHEET(more)

TUESDAY SEPTEMBER 18

Conflict	ABC 7:30pm	Shock Wave -(O) Liam O'Brian,Vincent Evans,Howard Browne; with Scott Brady, Joan Hotchkiss, Kenneth Tobey, Ted De Corsia; Dir - James V. Kern; PREMIERE
You'll Never Get Rich (Phil Silvers)	CBS 8pm	Platoon in the Movies; with Maurice Gosfield, Harvey Lembeck, Allan Melvin, Herbie Faye, Paul Ford, Hope Sansbury, Elizabeth Frazer, Jack Healy, Ned Glass, P.Jay Sidney (all regs; (SW&SD); RETURN
Life & Legend of Wyatt Earp(Hugh O'Brian)	ABC 8:30pm	The Double Life of Dora Hand; with regulars & Tyler McVey, Lou Rhodes; (SD)
Noah's Ark	NBC 8:30pm	with Paul Burke, Vic Rodman, May Wynn (all regs); (writer credits unavailable at press time); (SD) Jack Webb;PREMIERE
Jane Wyman Show	NBC 9pm	This Way to Heaven; with Gene Lockhart, Joanne Davis, John Doucette, Ed Jerome, Nacho Galindo, Martin Garralaga, Buddy Baer, Bart Bradley
GE Summer Originals	ABC 9pm	The Jungle Trap; with Ronald Reagan, Lewis Martin, Barbara Billingsley
DuPont Cavalcade Theatre	ABC 9:30pm	Monument to a Young Man - (O) A.L. Bezzerides; with Miguel Landa, John Beradino, Perry Lopez, Michael Fox, Louise Lorimer, Joyce Stoner, Wayne Taylor, Frances Dominguez, Gil Frye; Dir - Tom Gries; RETURN

WEDNESDAY SEPTEMBER 19

Death Valley Days (Stanley Andrews)	WRCA 7pm	Halfway Girl; with Barbara Bestar, Steven Clark, Bill Kennedy, Howard Wright, Hank Patterson, Hal Smith, Harry Harvey, Glen Kilburn
FRANKIE LAINE TIME	CBS 8pm	Georgia Gibbs(S), Jack E. Leonard(C), Jerry Vale(S), Martha Lou Harp(S); (SW&SD)
Father Knows Best (Robert Young)	NBC 8:30pm	Never the Twain - (O) Paul West; with Robert Young, Jane Wyatt, Elinor Donahue, Billy Gray, Lauren Chapin (all regs) & John Smith, Michael A. Monahan; (SD) Peter Tewksbury
The Millionaire (Marvin Miller)	CBS 9pm	The Story of Jane Carr; with Augie Dickinson, James Craig, Tom McKee, William Leicester, Tel Avery, Ewing Mitchell;(SD)
KRAFT TV THEATRE	NBC 9pm	Out to Kill - (O) William Mourne; with James Whitmore, George Peppard, Victor Thorley, Jerome Kilty, David Stewart, John Shellie, Nancy Wickwire, Diane Gentner, Ford Rainey, Val Avery, John Heldabrand
EDDY ARNOLD SHOW	ABC 9:30pm	Los Borincanos(S-M)

THURSDAY SEPTEMBER 20

Guy Lombardo	WRCA 7pm	Raymond Chase
Sgt. Preston of the Yukon(Richard Simmons)	CBS 7:30pm	with Edward Hinton, Steve Warren, Mary Adams
CLIMAX! (Bill Lundigan)	CBS 8:30pm	The Carsten Case - (O) Gordon Gaskill; (A) Oliver Crawford; with Everett Sloane, Audrey Totter, Warner Anderson, Judith Evelyn; (SD) Buzz Kulik
ARTHUR MURRAY PARTY	CBS 10pm	Denise Lor (S), Andy Williams (S); (SD)
LUX VIDEO THEATRE	NBC 10pm	Mildred Pierce - (O) James M. Cain; (screenplay (O) - Ronald MacDougall); (A) - Benjamin Simcoe; with Zachary Scott, Virginia Bruce, Colleen Miller, Patric Knowles;RETURN

FRIDAY SEPTEMBER 21

Rin-Tin-Tin	ABC 7:30pm	Sorrowful Joe; with Joe Sawyer, Rand Brooks, Sterling Holloway
Science Fiction Theatre	WRCA 7pm	Death At My Fingertips; with Dick Foran

FRIDAY SEPTEMBER 21

Adventures of Jim Bowie (Scott Forbes)	ABC 8pm	An Adventure With Audubon - (A) Maurice Tombragel; with Robert Cornthwaite, Barbara Eiler, Booth Colman, Jacques Scott
Life of Riley (William Bendix)	NBC 8:30pm	The First Quarrel; with regulars & Helen Andrews, Raymond Bailey; (SW&SD)
On Trial (Joseph Cotten)	NBC 9pm	We Who Love Her - (O) Don Mankiewicz; with Alexis Smith, Carl Williams, Shirley Gallaway, Kevin McCarthy, Cheryl Callaway, Hayden Rorke, Jeannette Nolan, Dabbs Greer, Lawrence Dobkin, Joseph Mell, Herb Vigran, Elizabeth Woods; (SD) Don Weis
Lilli Palmer Theatre	WABD 9pm	The Assassin; with Andre Morell, Willoughby Goddard, Brian Wilde, William Russell; PREMIERE
Schlitz Playhouse	CBS 9:30pm	Top Secret - (O) Thomas W. Phipps; (A) Lowell Barrington; with Lee Bowman, Patricia Hardy, Lynn Allen, Lawrence Dobkin, Donald Murphy, Walter Coy, Michael Fox, John Hoyt, Addison Richards, Peter Brocco, Maurice Marsac, Will J. White, Noel Cravat
THE BIG STORY (Ben Grauer)	NBC 9:30pm	Jane Wood, Reporter: Miami(Fla) Daily News - (A) Sheldon Stark; with Lesley Woods, Will Hare, Don Hanmer, Ben Lackland, Lynn Merrill, Ed Holmes; (SD)

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 14 - FRIDAY SEPTEMBER 21

GOOD MORNING (WILL ROGERS Jr)	CBS 7am	9/18 - Jules Munshin; 9/19 - Abe Burrows (C), Boyd Raeburn(M); 9/21 - Jean Patchet (model), & two other models
GARRY MOORE SHOW	CBS 10am	9/18 - Josh White (M-S); 9/21 - Martha Davis & Spouse(M-S)
NBC BANDSTAND (Bert Parks)	NBC 10:30am	Glenn Miller's Orch directed by Ray McKinley (M-Thu-F) with Marilyn Mitchell(S); Johnny Long & Orch (Tue-Wed) with Sandy Moore(S); Frank Parker (S)
TENNESSEE ERNIE FORD	NBC 2:30pm	9/18 - Dick Contino (M)
NBC MATINEE THEATRE	NBC 3pm	9/17 - Greybeards and Witches - repeat of 5/1/56; 9/18 - The Amateur - (O) Mort Thaw; with Paul Gilbert; 9/19 - Mad Money - (O) Max Wilk, Lee Rogow, Dick Lewine; 9/20 - A Letter From Johnny Brack - (O) Sophie Kerr; (A) Harold Callen; 9/21 - Uncle Harry - (O) Thomas Job
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	The Joker - (O) Michael Morris; with David White, Larry Weber, Dina Merrill, John Seven
TONIGHT	NBC 11:30pm	9/17-9/18 - Emcee: Tony Randall; Guests: 9/17 - Alice Pearce (C), Louis Nye(C), Jack Haskell(S), Felicia Sanders(S), Einar Hanson(M), Enid Mosier & her Trinidad Steel Band; 9/18 - Alice Pearce, Louis Nye, Jack Haskell, Peggy Connelly(S), Ray de la Torre(M), The Denvers(knife throwers), Henry Allen & his Dixieland Band; 9/19 - Arthur Treacher, Martha Davis & Spouse(M-S); 9/20 -Jimmy Caesar(C), Kudabux(magician); 9/21- Barbara Carroll & trio (M), Buddy Hackett (C, tentative)

SATURDAY SEPTEMBER 22

BE A FAMOUS FIGURE	NBC 1pm	with Jinx Falkenburg, Doretta Morrow(S), Bill Tabbert(S), Tony Randall; Seri & Melissa Weston, Suzanne Erickson (all models); Dir - Kirk Browning; PREMIERE (1st of four shows).
OZARK JUBILEE	ABC 7:30pm	The Carlisles(S), Brenda Lee(S), The Foggy River Boys(S), Jubilee Promenaders(D)
The Buccaneers	CBS 7:30pm	with Robert Shaw, Alec Clunes, Peter Hammond (all regs); (SD) PREMIERE
PERRY COMO SHOW	NBC 8pm	The Seven Ashtons(acro), Tab Hunter, Natalie Wood
STAGE SHOW	CBS 8:30pm	with regulars & Ella Logan(S), Archie Robbins(C), Gale Storm (film clip); (SD)

SATURDAY SEPTEMBER 22

Hey, Jeannie!	CBS 9:30pm	(O) - Charles Isaacs, Jack Elinson; with regulars; (SD)

SUNDAY SEPTEMBER 23

Capt. Gallant of the Foreign Legion	NBC 5:30pm	Cuffy's Guides; with regulars & Peter Trent, Jack Rossi; (SD)
Three Musketeers	WABD 5:30pm	The Flaming Arrow; with Jeffrey Stone, Paul Campbell, Sebastian Cabot, Domenico Modugno (all regs), & George Gonneau, Irene Papas; (SD) Hugo Fregonese; PREMIERE
You Are There	CBS 6:30pm	Decatur's Raid at Tripoli - (O) Jack Bennett; with John Baer, Mort Mills, Jerry Paris, Don Kennedy, Charles Seel, Peter Mamakos, Tom Brown Henry, Wright King, Alan Dexter, Hal Baylor, Sam Edwards, Charles Heard; Dir - William Russell
JACK BENNY SHOW	CBS 7:30pm	with Benny, Artie Auerbach, Don Wilson, Eddie Anderson(all regs) & Benny Rubin, Alfred Wallenstein, Mel Blanc;(SW&SD) PREMIERE
Circus Boy (Mickey Braddock)	NBC 7:30pm	Meet Circus Boy - (O) Douglas Heyes; with Braddock, Noah Berry Jr, Robert Lowery, Billy Barty, Olin Howlin, Quinn Williams (all regs) & Leo Gordon, Eddie Marr; Dir - Robert G. Walker; PREM RE
ED SULLIVAN SHOW	CBS 8pm	Helen Traubel(S), Edith Piaff(S), Jean Carroll(C), Janos & Bogyo(acro); Edward G. Robinson, Gene Rowlands, Nancy Pollack, Martin Balsam, Pat Benoit in live scenes from "Middle of the Night"; (SW&SD)
STEVE ALLEN SHOW	NBC 8pm	Billy Eckstein(S), Irwin Corey(C), Jose Molina(D), Joni James (S), Rin-Tin-Tin; (SW&SD)
General Electric Theatre	CBS 9pm	The Glorious Gift of Molly Malloy - (O) Jameson Brewer; with Greer Garson; (other credits not available at press time) (SD) Herschel Daugherty
GOODYEAR PLAYHOUSE	NBC 9pm	Maestro - (O) John Vlahos; with Gregory Ratoff, Carmen Mathews, Kenny Delmar, Johnny Stewart, Barbara Robbins, Wallace Rooney, William A. Lee, Lawrence Fletcher, George Ebeling, E.F. Medard; (SD) Paul Stanley
Loretta Young Show	NBC 10pm	Incident in Kawi - (O) George W. George; with Dan O'Herlihy, Vanessa Brown, Frederic Worlock, George Pelling, Paul Playdon, Charles Swain, Hilda Plowright; Dir - Norman Foster

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

When Alcoa Hour-Goodyear Playhouse begins its new contract season in October it will begin using a split production staff set-up for the first time, a move already started by other live drama programs in the prestige class. Charles W. Russell will head one alternate week staff as producer, with Alex Segal, as producer-director, controlling the other productions. Directors for various productions will be chosen from among Arthur Penn, Sidney Lumet and Daniel Petrie. Phillip Barry, Jr., is associate producer for both units, while Ted Apstein as script editor and Joan MacDonald, assisted by Priscilla Farley, in charge of casting, will also double for both staffs. Apstein, by the way, is now also script editor for Producers' Showcase, which in effect makes him script editor for Showcase Productions, Inc., the packaging-producing organization for the programs.....Anita Gonzalez is now handling casting at Talent Associates for Armstrong Circle Theater, succeeding Ethel Winant who has gone to the West Coast.....Color films produced by and for NBC Matinee Theatre will furnish emergency program material for NBC when sudden one-hour gaps show up in the schedule. The first such use of the films has been slotted for next Sunday, Sept 23, 4:30-5:30 pm EDT, because Ray Bolger's Washington Square won't begin to alternate with Wide Wide World until its Oct 21 debut. NBC had originally chosen "Sound of Fear" as the film to fill the time, but then pulled "Starmaster" out of the NBC Matinee Theatre slate for next week and moved it up to the Sunday afternoon time.

CBS officially announced that it has signed Shirley Booth to an exclusive two-appearance contract for the 1956-57 season, leading off with the starring role after the first of the year as Perle Mesta in "The Hostess with the Mostes'" on Playhouse 90.....The Ed Sullivan Show will originate from Detroit on Oct 14 as part of the ceremonies dedicating the Henry and Edsel Ford Auditorium in the River Front Civic Center.....CBS will debut a new "museum" show after the first of the year, with weekly one-hour live shows based on the story of man's adventure through the ages, utilizing the services of leading scientists and the resources of the museums of the country. The production crew will be the same as for Adventure, the former Sunday afternoon program produced with the American Museum of Natural History in New York. CBS Sunday afternoon programming is linked to the telecasts of the professional football games until the end of the pro football season.....Ed Murrow brings his See It Now series back on Sunday, Oct 7, 5-6pm EDT over CBS with a film report on "Suez," including interviews with leading lights on both sides of the controversy over the canal. A major portion of the film report will be devoted to the actual operation of the canal, with interviews with both Egyptian and non-Egyptian pilots.

 (MORE)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

Dinah Shore's first NBC Chevy Show will be on Friday, Oct 5, 9-10pm NYT. Bob Hope's first Chevy Show will be on Sunday, Oct 21, 9-10pm NYT.....NBC's 1956-57 season of color spectaculars and other specials for which program titles or stars have been confirmed includes the following programs and dates: Producers Showcase - Mon, Oct 15, 8-9:30pm EDT, William Wyler's production of Somerset Maugham's "The Letter," starring Siobhan McKenna; Nov 12, 8-9:30pm EST, the original musical, "Jack and the Beanstalk"; Dec 10, 8-9:30pm EST, S. Hurok presents "Festival of Music," starring Artur Rubenstein, Marian Anderson, Andres Segovia and others; Jan 7, 8-9:30 pm EST, John Huston's production of Aristophanes' "Lysistrata"; Feb 4, 8-9:30pm EST, Anatole Litvak's production of "Mayerling," co-starring Audrey Hepburn and Mel Ferrer; March 4, 8-9:30pm EST, S. Hurok presents the Old Vic Company's production of "Romeo and Juliet," starring Claire Bloom, John Neville and Paul Rogers; April 1, 8-9:30pm EST, Alfred Lunt and Lynn Fontanne star in "The Great Sebastians"; April 29, 8-9:30 pm NYT, S. Hurok presents the Sadler's Wells Ballet production of Prokofieff's ballet "Cinderella," starring Margot Fonteyn, Frederick Ashton, Michael Somes and Beryl Grey. § Project 20 - Tue, Oct 16, 8-9pm EDT, "The Great War," story of the turning point in American life, bursting out of isolation; Thu, Dec 6 (time to be announced), "Call to Freedom". § Saturday Night Spectacular - Sept 29, 9-10:30pm EDT, Esther Williams' "Aqua Spectacle of 1957"; Oct 27, 9-10:30pm EDT, "Manhattan Tower," produced by Gordon Jenkins; Nov 24, 9-10:30pm EST, "High Button Shoes," starring Nanette Fabray; Dec 22, 9-10:30pm EST, Sonja Henie starring in an all-ice show spectacular; other Saturday night specials not set except for the "TV Emmy Awards" on March 16, 9-10:30pm EST. § Hallmark Hall of Fame - Sun, Oct 28, 7:30-9pm EST, Garson Kanin's production of "Born Yesterday," starring Mary Martin and Paul Douglas; Sun, Nov 25, 9-10:30pm EST, Maurice Evans stars in Shaw's "Man and Superman." Other Hallmark programs, titles unannounced, are scheduled for Sun, Dec 16, 7:30-9pm EST; Sun, Feb 10, 9-10:30pm EST; Sun, March 17, 7:30-9pm EST; Wed, April 10, 9-10:30pm EST. § NBC-TV Opera productions will be on Sunday afternoons, with the first on Nov 18, 2-4 pm EST, Puccini's "La Boheme." Others are scheduled for Jan 13, Feb 10, March 10, and April 21; with the now traditional revival of "Amahl and the Night Visitors" on Sunday, Dec 16. § (Add to the Saturday Night Spectacular: June 8, 9-10:30pm NYT, "Ice Capades of '57").

The Writers Guild of America, East, Inc., filed suit yesterday (18) in U. S. District Court, Southern District of N. Y., for damages of over $1,000,000 from the National Broadcasting Co., Inc., following by four days the filing of a formal unfair labor practice charge against NBC through the NLRB by the Writers Guild. The Guild charges that NBC paid to enroll Guild members in another union without their knowledge or consent. The case involves more than 70 writers employed on news and special events programs produced in New York under a Guild contract. The Guild charges that during the Democratic National Convention, when some of the writers traveled with New York programs to the convention, NBC paid to enroll them in the union which holds a contract for a group of writers on local programs originating at WNBQ, NBC Chicago station. The Chicago union is the primarily technical National Assn of Broadcast Engineers and Technicians (NABET). The law suit contends that the group of the Guild's New York members are still enrolled in NABET over their objection.

CBS' hour-long pilot for its Perry Mason film series, which will star Raymond Burr, will be filmed by TCF TV Productions in a single work-week during the early part of October. Ben Brady is producer.....Paul Harrison and Berni Gould, currently of Coke Time starring Eddie Fisher, are in Pensacola, Fla., to work on the pilot for a series based on naval cadet training and living at the base. The projected series is for NBC's California National Productions. The Fisher show produced three kines to permit the production partners at least a week and a half for the pilot preparations. .....MCA TV Film Syndication will release the first 39 films of The Millionaire series, seen over the CBS net last season, as If You Had a Million. The syndicated series will be offered to local and regional sponsors.

Four Star Films, Inc., filed suit in California last week against Don Sharpe and Warren Lewis and their newly-formed Sharpe-Lewis Productions, asking $500,000 damages and an injunction to stop the new company from filming any of the 16 programs it has contracted to produce for Du Pont Cavalcade Theatre for the coming season. The suit charges that Sharpe, former president of Four Star, violated his trust obligations and conspired with Lewis to seize business belonging to the plaintiffs, who produced last season's series of Du Pont programs. Sharpe and Lewis still own stock in the Four Star firm, which is also owned by Dick Powell, David Niven, Charles Boyer and William Cruikshank, the latter now president of the company. Lewis was a Four Star producer until several months ago.

NBC's telecasts of the World Series, starting Wednesday, Oct 3, must hold up on preliminary work until the hot National League race is settled, since the series opens in the park of the National League champion. The series telecasts this year will be the 10th in a row that they have been handled by NBC, all under sponsorship of Gillette Safety Razor Co.....The Duke and Duchess of Windsor, making their first live TV appearance on Person to Person on Sept 28, at their Waldorf-Towers apartment in New York, may be expected to mention that each has a book being published..... Armstrong Circle Theatre killed its production of "The Andrea Doria Story," scheduled for Oct 2 and substituted "Ride the White Horse," an Art Wallace drama about a woman who escaped from East Germany with her children and then was lured back again.

AGENCIES AND ACCOUNTS: Procter & Gamble named Leo Burnett Co., Inc., to handle Camay Soap, effective Jan 1, 1957. Benton & Bowles, Inc., which had the Camay account has been appointed by P & G to handle a new product.....Block Drug Co., Inc., named Sullivan, Stauffer, Colwell & Bayles, Inc., agency for for Nytol, Pycope and Green Mint.....Philco Corp. will transfer its consumer products division advertising from Hutchins Advertising Co., Inc., to a new agency, effective Jan 1.

PEOPLE GOING PLACES: Frank J. Shea named director of eastern operations for the commercial division of Hal Roach Studios, with headquarters in New York.....Storrs Haynes appointed television group head at J. Walter Thompson Co(NY).....Shelley Platt named radio and TV production manager, Norman, Craig & Kummel, Inc(NY)..... Donald Daigh named exec producer in the TV commercial dept., William Esty Co., Inc(NY) .....Ed Gardner joined the TV dept of J. Walter Thompson Co(NY) in a creative capacity.....Frederic W. Wile, Jr., resigned as v.p. in charge of TV programs for NBC's Pacific Division.....William R. Goodheart, Jr., placed in charge of sales for the NBC TV Network (shortly to be proposed for election as a v.p.), with Michael H. Dann named v.p., TV program sales, and Walter D. Scott named v.p., television sales director, both reporting to Goodheart. Carl M. Stanton named v.p., television programs and sales, business affairs.....Phil Cowan named to head the publicity and exploitation dept., Screen Gems, Inc., in New York, succeeding Frank Young, resigned effective Oct 1.....Al Baccari Jr., named to head the newly-expanded public relations dept, including publicity, at KPIX(San Fran).

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Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

SEPTEMBER 24-30, 1956

VOLUME 8 NUMBER 39

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(24)

CBS- 10-11pm EDT; RETURN - Studio One - LIVE from WCBS-TV(NY), 94 stations live, 5 kine. § Sponsor- Westinghouse Electric Corp (All Appliances) thru McCann-Erickson, Inc(NY); Acct Exec- James Gillis; Agcy Superv- Tom Losee; Comm Superv- Andy Christian; Comm Anncrs- Betty Furness, Walter Brooke. § Pkgr- CBS-TV(NY); Alt Prods- Felix Jackson, Robert Herridge; Assoc Prod- Charles Schultz; Dirs- (for Jackson) Paul Nickell, William Brown, (for Herridge), Karl Genus; Music Consult- Alfredo Antonini; Sets- Larry Eggleton, Bob Markell; Script Ed- Florence Britton; Casting- Alixe Gordin(CBS); Prog Anncr- Art Hannes. § The live drama program returns for its ninth season, presenting top stars and featured players in dramas of all types. For the first time, the program will have two producers, each alternating on an irregular basis, with the directors assigned to them. Felix Jackson is the producer of the season's first program, with Paul Nickell as director. The program succeeds its regular summer replacement, Studio One Summer Theatre (last show Sept 17).

NBC- 8-8:30pm EDT; DEBUT - The Adventures of Sir Lancelot - FILM from WRCA-TV(NY) & KRCA-TV(LA), approx 118 stations net. § Alternate Week Sponsors- 1) Lever Brothers Co (Lux Liquid) thru J. Walter Thompson Co(NY); Acct Exec- Phil Mygatt. 2) Whitehall Pharmacal Co(Anacin, Kolynos, Bisodol): Anacin thru Ted Bates & Co., Inc(NY); Acct Exec- Roland Cramer; TV Acct Rep- James Seaborne; Comm Anncr- Don Hancock. Bisodol Mints thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Ed Stefenson. Kolynos thru Grey Advertising Agency (NY); Acct Exec- Wally Drew. § Pkgr- Official Films with Sapphire Films, Ltd; Film Prod- Sapphire Films Ltd at Nettleford Studios, Walton-on-Thames, Surrey, England; Exec Prod- Hannah Weinstein; Prod- Dallas Bower; Dirs- Ralph Smart, Bernard Knowles, Arthur Crabtree, Anthony Squire; Music- Albert Elms; Art Dir- William Kellner; Script Superv- Albert G. Ruben; Writers- Various; Dir of Photog- Ernest Palmer. § Dramatic series loosely based on the legends and acts of the bravest knight of King Arthur's Round Table, with William Russell as Sir Lancelot, Jane Hylton as Queen Guinevere, Ronald Leigh-Hunt as King Arthur, Cyril Smith as Merlin, Peter Bennett as Leonides and Bobby Scroggins as Brian. The program will be seen 3 Mondays out of 4. It replaces the first half of the Ernie Kovacs Show (last show Sept 10) in this time spot.

THIS WEEK(More)

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

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Monday(24)

NBC- 8:30-9pm EDT; DEBUT - Stanley - LIVE from WRCA-TV(NY), 120 stations live, indefinite no. of kines. § Alternate Week Sponsors- 1) American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- William M. Spire; Comm Superv- James Hayes; Comm Anncr- Ernest Chapell(on film). 2) Toni Co (Bobbi Pin-Curl Permanent, Pamper Shampoo): Bobbi thru Tatham-Laird, Inc(Chi); Acct Exec- Joseph Perry. Pamper thru Clinton E. Frank, Inc(Chi). § Pkgr- Max Liebman Productions, Inc(NY); Prod & Dir- Max Liebman; Assoc Prod- Michael Ross; Sets- Burr Smidt; Costumes- Robert Fletcher; Music Dir- Irvin Kostal; Prog Anncr- Don Pardo; NBC Superv- Perry Cross; Writers- Various. § Buddy Hackett is star of this new situation comedy series, about the misadventures of a newsstand proprietor in a New York hotel. The program replaces the second half of the Ernie Kovacs Show (last show Sept 10) and will be seen 3 Mondays out of 4.

Tuesday(25)

ABC- 7:30-8:30pm EDT, alternate Tue; RETURN - Cheyenne - FILM from WBKB(Chi) & KABC-TV(LA), 63 stations net, 52 delayed. § Sponsor- General Electric Co (Housewares and Radio Receivers, Lamp Div, Electronics Div): Housewares & Radio Receivers thru Young & Rubicam, Inc(NY); TV Acct Superv- Norman Glenn. Lamp Division products thru Batten, Barton, Durstine & Osborn, Inc(Cleve); Acct Superv- Jack Bristow; Acct Exec- Nate Tufts(NY). Photo Flash Bulbs thru Grey Advertising Agency(NY). Electronics Div products thru Maxon, Inc(NY); Acct Exec- W. W. Lewis. § Pkgr & Film Prod- Warner Bros. TV Division, Burbank, Calif.; Exec Prod- William T. Orr; Prod- Arthur W. Silver; Dir- Leslie H. Martinson; Music- William Lava; Prod Superv- Oren Haglund; Writers- Various. § Clint Walker is the regular star of this adult-Western drama series, with different stories and casts in each episode. (See alternating program Conflict, page 83). The program has been seen in re-runs during the summer.

ABC- 9-9:30pm EDT; DEBUT - Broken Arrow - FILM from WBKB(Chi) & KABC-TV(LA), 55 stations net, 69 delayed. § Sponsor- General Electric Co (Appliance & Television Receiver Divisions) thru Young & Rubicam, Inc(NY); TV Acct Superv- Norman Glenn. § Pkgr & Film Prod- TCF Television Productions, at Fox Western Ave Studio, Hollywood, Calif.; Exec Prod- Irving Asher; Prod- Mel Epstein; Dirs- Various; Story Editor- Elliott Arnold; Writers- Various. § New films series based on incidents during the Apache Indian wars in the Southwest during the 1870's, drawn from incidents in the novel "Blood Brother," by Elliott Arnold and the movie, "Broken Arrow," which was based on the book. The TV series stars John Lupton as Tom Jeffords, a mail rider who worked to bring about peace with the Apaches and their leader Cochise, played by Michael Ansara. The program succeeds G. E. Summer Originals (last show Sept 18) in the time spot.

Wednesday(26)

CBS- 8-9pm EDT; RETURN - The Arthur Godfrey Show - LIVE from WCBS-TV(NY), no. of stations indefinite. § Alternate Week Sponsors- 8-8:30pm: The Toni Co (Toni Home Permanent) thru North Advertising, Inc(Chi), also other Toni products participating thru various agencies; alternating weekly with Bristol-Myers Co (Ban, Bufferin, Vitalis, Ipana) thru Young & Rubicam, Inc(NY) and other agencies. 8:30-9pm: Pillsbury Mills, Inc(Cake, Biscuit, Pie Crust Mixes) thru Leo Burnett, Inc(Chi); Acct Exec- Dick Emory; alternating with Kellogg Co (Cereals, Dog Food) thru Leo Burnett Co., Inc(Chi). § Pkgr- Arthur Godfrey with CBS-TV(NY); Prod- Charlie Andrews; other production info not available. § Arthur Godfrey is host for his new variety show, which changed its name from Arthur Godfrey and his Friends to the current title shortly before it left the air for vacation in June. It succeeds Frankie Laine Time (last show Sept 19) in this time spot.

Saturday(29)

CBS- 8-9pm EDT; RETURN - The Jackie Gleason Show - LIVE from WCBS-TV(NY), 171 stations live, 11 kine. § Co-Sponsors- 1) P. Lorillard Co (Old Gold Cigarettes) thru Lenn & Newell, Inc(NY); Acct Exec- Dale Anderson. 2) Bulova Watch Co thru McCann-Erickson, Inc(NY); Acct Exec- Bob Brown. § Pkgr- Jackie Gleason Enterprises, Inc(NY); Exec Prod- Jack Philbin; Prod- Jack Hurdle; Asst Prod- Stanley Poss; Dir- Frank Satenstein; Music Dir- Ray Bloch; Prog Anncr- Jack Lescoulie; Choreog- June Taylor; Script Superv- Joe Bigelow; Writers- Marvin Marx, Walter Stone, Sid Zelinka, Herb Finn. § Comedy-variety show starring Jackie Gleason, re-creating the characterizations that made him famous; with Art Carney, Audrey Meadows and Joyce Randolph; also the June Taylor dancers and a supplementary line of show girls. The Gleason show originally debuted over CBS on Sept 20, 1952, with its last show on June 18, 1955. Last season Gleason starred in a filmed version of The Honeymooners, which originally was one of the sketches of the Gleason variety shows. The Jackie Gleason Show succeeds The Honeymooners (last show Sept 22), 8-8:30pm, and Stage Show (last show Sept 22), 8:30-9pm.

CBS- 9-9:30pm EDT; DEBUT - The Gale Storm Show - Oh! Susanna - FILM from WCBS-TV(NY) & KNXT(LA), 93 stations net, 5 delayed. § Sponsor- The Nestle Co., Inc (Nescafe) thru Bryan Houston, Inc(NY); Acct Exec- W. Robert Denning. § Pkgr & Film Prod- Hal Roach Studios, Culver City, Calif.; Exec Prod- Hal Roach, Jr.; Prod- Alex Gottlieb; Dirs- William Seiter, John Rich, Charles Barton; Music- Leon Klatzkin; Prod Superv- Sidney S. Van Keuren; Writers- Various. § Gale Storm stars in the role of Susan Pomeroy, a social director aboard the liner S. S. Ocean Queen, in this new situation comedy series. ZaSu Pitts is featured as Miss Nugent, operator of the ship's beauty salon, with Roy Roberts also featured as Captain Huxley, the ship's captain. The program replaces Two For the Money (last show Sept 22) in this time spot.

NBC- 9-10:30pm EDT, every 4th Sat; DEBUT - The Saturday Spectacular - LIVE (COLOR) from WRCA-TV(NY), no. of stations indefinite. § Co-Sponsors- 1) Oldsmobile Division, GMC, thru D. P. Brother & Co (Detroit). 2) Radio Corp of America (RCA Victor TV Sets) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Bob Barker. 3) Whirlpool-Seeger Corp (RCA Washers) thru Kenyon & Eckhardt, Inc(Chi); Acct Exec- Larry O'Neil(NY). § Pkgr- NBC-TV(NY); Various production staffs for the 10 productions scheduled for the 1956-57 season, with several originating from KRCA-TV(LA). Premiere program is "Aqua Spectacle of 1957," starring Esther Williams; "Aqua" Production Staff: Exec Prod- Ben Gage; Prod & Dir- Greg Garrison; Assoc Dir- Marcia Kuyper; Music Dir- Jerald Dolin; Prog Anncr- Don Pardo; Costumes- Motley; Choreog- Jonathan Lucas; Writer- Gordon Auchincloss.

Sunday(30)

ABC- 10-10:30pm EDT; SPECIAL - Mission to the World - LIVE from WABC-TV(NY), to the net. § Sustaining. § Bishop Fulton J. Sheen will discuss the Catholic Missions, the work they do and their need for prayers and funds. The talk is in connection with Mission Sunday, Oct 21. Bishop Sheen has delivered a similar talk over ABC-TV in each of the past several years in connection with the annual observance. The program replaces a network film series this week only.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week.

NBC- See The Saturday Spectacular listing above; see page D for cast credits.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Vise (Fri, 9:30-10pm EDT) New series begins Sept 28; program has been seen in re-runs during the summer. (See Television Index card).

OTHER NETWORK CHANGES(Cont'd)

ABC- You Asked For It (Sun, 7-7:30pm EDT) New series begins Sept 30; program has been seen in kine-film repeats during the summer. (See Television Index card). Production staff changes: Prod- Cran Chamberlain; delete Bill Webb as Assoc Prod & Writer; add as Writers- Cran Chamberlain, Tommy Tomlinson, Gomer Cool.

CBS- General Electric Theatre (Sun, 9-9:30pm EDT) New series began Sept 23; program has been seen in re-runs of previous season's films during summer. New series will be mainly on film, with only six to eight live programs during the year. (See Television Index card).

The Lineup (Fri, 10-10:30pm EDT) New series begins Sept 28; program has been seen in re-runs during the summer. (See Television Index card).

Alfred Hitchcock Presents (Sun, 9:30-10pm EDT) New series begins Sept 30; program was seen in re-runs during the summer. (See Television Index card). Production staff change: Thomas Bohen is Eastern Story Ed at MCA, NY.

NBC- This Is Your Life (Wed, 10-10:30pm EDT) Program begins new season's live series Sept 26; program has been seen in kine repeats of last season's programs. (See Television Index card).

You Bet Your Life (Thu, 8-8:30pm EDT) New series begins Sept 27; program has been in re-runs of the best of the previous season's shows as The Best of Groucho (last show Sept 20). (See Television Index card). Production staff change: delete Isidore Lindenbaum as Prod Mgr. Program format now includes a carnival-type "wheel of chance" to be used by contestants who earn a chance at the jackpot question at the end of the show. If the winning number comes up, the contestant's jackpot may be $10,000. The program will also use an increasing number of contestants from outside California.

Comedy Time (Mon thru Fri, 5-5:30pm EDT) Repeat re-runs of I Married Joan returned on Sept 21, Friday, succeeding It's Always Jan.

NETWORK SPONSOR CHANGES & ADDITIONS

NET	PROGRAM NAME	SPONSOR AND AGENCY
ABC	-The Lone Ranger (Thu, 7:30-8pm NYT)	--Swift & Co thru McCann-Erickson, Inc(Chi) will become alternate week sponsor, effective Oct 25. General Mills will continue as alternate week sponsor.
CBS	-Douglas Edwards and the News (Mon thru Fri, 7:15-7:30pm NYT)	--American Tobacco Co (Pall Mall) drops its Tuesday sponsorship after Sept 18. Colgate-Palmolive Co thru Bryan Houston, Inc(NY) sponsors the Friday segment effective Sept 21.
	-Gunsmoke (Sat, 10-10:30 NYT)	--Remington Rand Inc thru Young & Rubicam, Inc(NY) will become a one-third sponsor effective Sept 22. Liggett & Myers retains the remainder of the sponsorship.
	-Name That Tune (Tue, 7:30-8pm NYT)	--Lanolin Plus ends its alternate sponsorship with the Nov 13 program. Whitehall Pharmacal Co assumes full sponsorship effective Nov 20.
	-Tales of the Texas Rangers (Sat, 11:30am-12noon NYT)	--Sweets Co of America (Tootsie Rolls) thru Moselle & Eisen(NY) becomes alternate week sponsor of the program effective Oct 6. General Mills continues as alternate week sponsor.
NBC	-The Big Story (Fri, 9-9:30pm NYT)	--Vick Chemical Co thru Batten, Barton, Durstine & Osborn, Inc(NY) became alternate week sponsor, effective Sept 14. This replaced several irregular alternate week sponsorships previously set. American Tobacco Co (Pall Mall) is alternate week sponsor.
	-News Caravan (Mon thru Fri, 7:45-8pm NYT)	---Studebaker-Packard Corp thru Benton & Bowles, Inc(NY) will sponsor the Monday segment, effective Oct 29. Chet Huntley and David Brinkley will be the commentators on the program for this Monday segment only.
	-Noah's Ark (Tue, 8:30-9pm NYT)	--Max Factor & Co., Sales Division, thru Doyle Dane Bernbach, Inc (NY) will become alternate week sponsor, effective Oct 2. Liggett & Myers Tobacco Co continues as alternate week sponsor.

TALENT SHOWSHEET SEPTEMBER 21 - SEPTEMBER 30

Most of the shows on September 21, 22, 23 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, September 28. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listings below) are: Armstrong Circle Theatre (kine), Big Town, Crossroads, Crusader, Bob Cummings Show, Ford Theatre, Fury, Navy Log, Our Miss Brooks, People's Choice, Roy Rogers, Tales of the Texas Rangers, 20th Century-Fox Hour.

SATURDAY SEPTEMBER 22

PERRY COMO SHOW	~~CBS~~ NBC 8pm	Add: Martha Davis and Spouse (M-S)

SUNDAY SEPTEMBER 23

LAMP UNTO MY FEET	CBS 10am	The Expert - (O) Clair Roskam; with Joe Maross, Alice Ghostley, Michael Higgins, Howard Smith, Walter Burke; (SD)
LOOK UP AND LIVE	CBS 10:30am	The Father - (O) Clair Roskam; with Michael Kane, Katherine Ross, Philip Kenneally, Robert Geiringer, Betty Sue Albert, Jimmy Rogers, Tommy White; (SD)
CAMERA THREE (James Macandrew)	CBS 11:30am	Susannah - (O) Carlisle Floyd; with Phyllis Curtin, John Crain, Norman Treigle (all singers), & Erich Leinsdorff, Arthur Schwartz; (SD)
NBC Film Special	NBC 4:30pm	Starmaster - (O) William Schneider, Herman Goldberg; with Victor Jory, Marianne Stewart; in COLOR)
Telephone Time	CBS 6pm	I Am Not Alone- (O) John Nesbitt; (A) David Evans; with Victor Jory, Adam Williams; Dir - Arnold Laven
General Electric Theatre (Ronald Reagan)	CBS 9pm	Add (to cast): John Hoyt, John Abbott, J.M. Kerrigan, Ludwig Stossell, John Gallaudet, Charles Herbert, Jimmie Fields RETURN

MONDAY SEPTEMBER 24

Stage 7	WPIX 8pm	The Heart of a Dream - (O) James Lee Barrett; with Diana Lynn; Dir - Laslo Benedek;(also seen Thu WABD 8pm)
Adventures of Sir Lancelot(William Russell)	NBC 8pm	The Knight With the Red Plume ; with William Russell, Cyril Smith, Jane Hylton, Bruce Seton(all regs), Peter Bennett, Brian Worth, Paul Hansard, Edwin Richfield, Andrew Crawford; PREMIERE
VOICE OF FIRESTONE	ABC 8:30pm	Elaine Malbin, Robert Rounseville
TALENT SCOUTS	CBS 8:30pm	Gloria Van (S), Bob Gibson (S-M), Bob Sloyd (S)
STANLEY (Buddy Hackett)	NBC 8:30pm	(O) - Billy Friedberg, Neil Simon; with Hackett & Mike Kellin, Tom Pedi, Danny Dayton; (SD). PREMIERE
Charlie Farrell Show	CBS 9pm	(O) - John Fenton Murray, Benedict Freedman; with regulars & Jack Moyles, Eddy Waller; (SD); LAST SHOW
VIC DAMONE SHOW	CBS 9:30pm	Spring Byington, Verna Felton, Celeste Holm (S); LAST SHOW
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	After All These Years - (O) Robert J. Show; with Claudette Colbert, Jan Miner, Staats Cotsworth, Tom Ellis, Leona Powers, Dickey Olsen, Ben Hayes; (SD) John Newland
STUDIO ONE	CBS 10pm	A Special Announcement - (O) David Aldrich, Peter Van Slingerland; with Bob Cummings, Dorothy Stickney, Ray Collins, Cameron Prud'homme, Alexander Scourby, Edmon Ryan, Murray Matheson, Russell Collins, Robert Loggia, Jack Manning, Heywood Hale Broun, Ruth Maynard, Billie Lou Watt, John Studer, Fred Herrick, Ray Boyle, George Ives, Russell Hardy, Joseph Leon, Hal Studer, William Podmore, Donald Marye; (SD) Paul Nickell; RETURN

TALENT SHOWSHEET(more)

MONDAY SEPTEMBER 24

Douglas Fairbanks Presents	WRCA 10:30pm	A Likely Story; with Nicola Braithwaite, Betty McDowall, William Franklyn, Evelyn Hall, Betty Woolfe, Lloyd Lamble

TUESDAY SEPTEMBER 25

Cheyenne (Clint Walker)	ABC 8:30pm	The Long Winter - (O) Bennett Foster; (A) Montgomery Pittman; with Fay Spain, Bob Wilke, Hayden Rorke, Tom Pittman, Stacy Keach, Mervyn Vye; Dir - Leslie H. Martinson; RETURN
Phil Silvers Show	CBS 8pm	The $64,000 Question; with Silvers, Fred Gwynn, Gene Peterson, Lynn Dollar; (SD)
Life & Legend of Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	Clay Allison; with O'Brian, Myron Healey, Charles Fredericks, William Tannen; (SW&SD)
Noah's Ark	NBC 8:30pm	The Seeing Eye Dog; with regulars & Virginia Vincent, Norman Bartold; (SD)
Broken Arrow	ABC 9pm	The Mail Riders - (O) Elliott Arnold (novel "Blood Brother"); (A) Clark E. Reynolds; with John Lupton, Michael Ansara (regs), & Tom Fadden, Michael Pate, Donald Randolph, Ted De Corsia, Kenneth MacDonald, Judith Ames; Dir - Alvin Ganzer; PREMIERE
Jane Wyman Show	NBC 9pm	Let Yesterday Die; with Wyman, Jimmy Baird, Betty Lynn, Adam Williams, Lawrence Dobkin, Arthur Space, Katherine Warren, Ruby Goodlin
DuPont Cavalcade Theatre	ABC 9:30pm	Bed of Roses - (O) Ben Canfield; with Susan Kohner, Dick Foran, Greta Granstedt, James Lilburn, Kathryn Card, Ottola Nesmith, Arlen Stuart, Sam Flint; Dir - John M. Lucas
KAISER ALUMINUM HOUR	NBC 9:30pm	Mr. Finchley versus the Bomb - (O) Rod Serling; with Henry Hull, Roland Winters, Harry Townes, Bernard Kates, Cloris Leachman, Walter Kingsford; Dir - Fielder Cook

WEDNESDAY SEPTEMBER 26

Death Valley Days (Stanley Andrews)	WRCA 7pm	The Bear Flag; with Andrews & George Lewis, Robert TaFur, Mildred Pulido, Guy Prescott, Carol Coombs, Valentin DeVargas, Don Harvey, Ewing Mitchell, William Lechner, John Cason, Gilbert Frye, Julian Upton
ARTHUR GODFREY SHOW	CBS 8pm	Talent & production info not available.
Father Knows Best	NBC 8:30pm	Betty Goes to College - (O) Roswell Rogers, Dorothy Cooper; with regulars & Yvonne Line, Nancy Evans, Ray Collins; (SD)
Screen Directors Playhouse	ABC 9pm	Partners; re-run of 7/4/56
The Millionaire (Marvin Miller)	CBS 9pm	The Story of Anna Hartley; with Constance Ford, Peter Graves, Maria Palmer, Reta Shaw, John Holland, Vernon Rich, Marvin Press; (SD)
KRAFT TV THEATRE	NBC 9pm	The Plunge - (O) Grace Garment; with Menasha Slulnik, Norman Lloyd, Robert Emnardt, Lois Wheeler, Trevor Frazee, Mildred Clinton, David Medoff, Ralph Stanley, David Skilling; (SD) Richard Dunlap
EDDY ARNOLD SHOW	ABC 9:30pm	Julie Gilmer (S-M)
US STEEL HOUR	CBS 10pm	Bang the Drum Slowly - (O) Mark Harris; (A) Arnold Schulman; Paul Newman, Albert Salmi, Georgann Johnson, George Peppard, Rudy Bond, Arch Johnson, John McGovern, Ann Thomas, Fred Stewart; (SD) Daniel Petrie

THURSDAY SEPTEMBER 27

Guy Lombardo	WRCA 7pm	Woody Herman
Lone Ranger (Clayton Moore)	ABC 7:30pm	The Counterfeit Mask; with regulars; (other credits not available).
Sgt. Preston of the Yukon (Richard Simmons)	CBS 7:30pm	with Ralph Ness, Weaver Levy, Terry Frost
CLIMAX!	CBS 8:30pm	The Fog - (O) Dale Wasserman; with Ralph Bellamy, Mona Freeman, James Whitmore, Wallace Ford, Hurd Hatfield, Beverly Garland, John Qualen; Dir - Jack Smight
Four Star Playhouse	CBS 9:30pm	To Die At Midnight; re-run of 3/15/56
ARTHUR MURRAY PARTY	CBS 10pm	Teresa Brewer (S), Jerry Lester (C); LAST SHOW
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	Only Yesterday -(O)Frederick Lewis Allen;(A)Stanley Silverman; with Joan Caulfield, Don Taylor, Richard Eyer, Natalie Schafer; Dir - Michael Dreyfuss

FRIDAY SEPTEMBER 28

Science Fiction Theatre	WRCA 7pm	Sound That Kills; with Ludwig Stossel, Ray Collins, Charles Victor
Rin-Tin-Tin	ABC 7:30pm	The Return of the Chief; with regulars & Joe Sawyer, Jack Lambert, Norman Frederic
Adventures of Jim Bowie (Scott Forbes)	ABC 8pm	Deputy Sheriff; with Michael Landon, Jorie Wyler, Maurice Marsac
Life of Riley	NBC 8:30pm	Welcome Home; with regulars & Tom D'Andrea, Gloria Blondell (also regs, appearing first time this season), & Richard Karlan, Jack Kruschen; (SW&SD)
On Trial	NBC 9pm	The Nevada Nightingale; with Diana Lynn, Chuck Connors, Carl Esmond; (SW) Don Mankiewicz
The Vise (Donald Gray)	ABC 9:30pm	File it Under Murder; with Gray, & Diana Decker (regs); & Ronald Leigh Hunt, Hal Osmond; (SD) Ernest Morris; RETURN
Schlitz Playhouse	CBS 9:30pm	Moment of Vengeance - (O) Elmore Leonard; (A) Lowell Barrington; with Ward Bond, Gene Nelson, Angie Dickinson, Myron Healy, Alex Montoya, Boyd Red Morgan, Lane Bradford, Julia Montoya; Dir - Alvin Ganzer
THE BIG STORY (Ben Grauer)	NBC 9:30pm	L.P.Patterson, Reporter: Dothan(Ala.)Eagle - (A) Gail Ingram; with Karl Light, Woodrow Parfrey, John Marley, Robert McQuenney, Betty Bryson, Harry Holcombe, Charles Penman
Lineup (Tom Tully)	CBS 10pm	The Adams Case; with regulars & Marshall Reed, Mercedes Shirley; (writer & Dir. credits not available); RETURN

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY SEPTEMBER 21 - FRIDAY SEPTEMBER 28

GOOD MORNING (WILL ROGERS, JR)	CBS 7am	9/24 - Lenny Kent (C), Bernadette O'Farrell; 9/25 - Pat Boone (S), Joe Louis; 9/26 - Connie Boswell (S); 9/27 - Betsy Palmer
GARRY MOORE SHOW	CBS 10am	9/24 - Billy Gilbert (C); 9/27 - Leslie Scott (S); 9/28 - Martha Davis & Spouse (M-S), Earl Hall (C)
NBC BANDSTAND (Bert Parks)	NBC 10:30am	Dick Haymes (S), Sammy Kaye & orch
TENNESSEE ERNIE FORD	NBC 2:30pm	9/25 - Hilo Hattie (D); 9/27 - Patricia McCormick (bullfighter)

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 21 - FRIDAY SEPTEMBER 28

NBC MATINEE THEATRE	NBC 3pm	9/24 - At Mrs. Leland's - (O) Fannie Hurst; (A) Elizabeth Hart; 9/25 - The House Next Door - (O) Vera Blackwell; (A) William Templeton; 9/26 - Alumni Reunion - (O) Nicholas Baehr; 9/27 - Sound of Fear - (O) Bill Barrett; Dir - George Cahan; 9/28 - Late Date - (O) William Kendall Clarke
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	Dear Mr. Dodd - (O) Elinor Lenz; with Enid Markey, Sharon Follett, Harrison Dowd, Don Gordon, Mel Ruick
TONIGHT	NBC 11:30pm	9/24-9/25 - Emcee: Tony Randall; Guests: 9/24 - Alice Pearce (C), Louis Nye (C), Jack Haskell (S), Diahann Carroll (S), Jimmy Edmundson ("Professor Backwards"); 9/25 - Alice Pearce, Louis Nye, Jack Haskell, Felicia Sanders (S), Alex Kalleo & trio (M); 9/26 - (Swiss evening); 9/27 - Rosaria Moreles (S), Boyd Rayeburn (M); 9/28 - Jackie & Ray (D)

SATURDAY SEPTEMBER 29

OZARK JUBILEE (Sonny James)	ABC 7:30pm	Libby Horne (S), Jim Edward & trio (M-S), Maxine & Bonnie(S), Arden Sisters(M-S), Foggy River Boys Quartet (S), Billy Walker
Buccaneers	CBS 7:30pm	The Raiders; with regulars & Alec Mango, Jane Griffiths, Hugh David, Andrew Crawford, Brian Worth, Peter Bennett, Patrick Jordon, Edwin Ritchfield
JACKIE GLEASON SHOW	CBS 8pm	with Gleason, Audrey Meadows, Art Carney, Joyce Randolph (all regs); (SW&SD); PREMIERE
PERRY COMO SHOW	CBS 8pm	William Holden, Jeanne Crain
Oh! Susanna (Gale Storm)	CBS 9pm	with Gale Storm, ZaSu Pitts, Roy Roberts (all regs);PREMIERE
SATURDAY SPECTACULAR	NBC 9pm	Aqua Spectacle of 1957; with Esther Williams, Peter Lawford, Red Barber, Arnold Stang, Don Adams (C), Janik & Arnaut(snake dancers); Alfredo Mendoza, Willa McGuire, Francine Eternod, Marc Cloutier (all champion water skiers); Continuity - Gordon Auchincloss

SUNDAY SEPTEMBER 30

Capt. Gallant	NBC 5:30pm	The Long Night; with regulars & Gertrude Flynn
You Are There	CBS 6:30pm	The Scuttling of the Graf Spee - (O) Don Clark; with Roland Varno, James Logan, Harlan Warde, Richard Peel, Eric Snowdon, Rico Alaniz, Victor Milan, Edward Colmans, Sasha Harden, Rodolfo Hoyos, Harold Dyrenforth, Vincent Padula, Robin Hughes; (SD)
Circus Boy	NBC 7:30pm	The Fabulous Colonel Jack; with regulars & Andy Clyde
ED SULLIVAN SHOW	CBS 8pm	Lucille Ball, Desi Arnaz, William Frawley, Vivian Vance, Gisele MacKenzie (S), Dick Shawn (C), Joyce Grenfell (C), Stockholm Gosskorl (glee club), Rollano & Lily Yokoi(cycle)
STEVE ALLEN SHOW	NBC 8pm	Claudette Colbert, Jerome Hines (S), Erin O'Brien (S), Mickey Rooney; (SD)
ALCOA HOUR	NBC 9pm	The Big Wave - (O) Pearl Buck; with Hume Cronyn, Joseph Anthony,Vivian Nathan, Milton Selzer, Carol Lynley, Rip Torn, Richard Morse; (SD) Norman Felton
GENERAL ELECTRIC THEATRE	CBS 9pm	The Professor's Punch - (O) Stephen Vincent Benet; (A) D.J. Powers; with Ronald Reagan,Anne Jackson,Lessie White, Edmon Ryan,William Hansen, Philippa Bevans,Harriet MacGibbon
Alfred Hitchcock Presents	CBS 9:30pm	Wet Saturday - (O) John Collier; (A) Marian Cockrell; with Sir Cedric Hardwicke,John Williams,Tita Purdom, Kathryne Givney, Jerry Barclay,Irene Lang; Dir - Hitchcock; RETURN
Loretta Young Show	NBC 10pm	Now a Brief Word - (O) Lowell Hawley; with Young, Touch Connors, John Eldredge,Raymond Greenleaf, Howard Wright; Dir - Norman Foster

Ross Reports ON TELEVISION

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EDITOR: Jerry Leichter

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Jack Wrather in association with John L. Loeb (senior partner, Carl M. Loeb-Rhoades & Co., New York investment bankers) bought all rights to the Lassie TV and radio programs and affiliated enterprises from Television Programs of America and Robert Maxwell Associates, owners of the TV-radio programs. The purchase price was announced as $3,500,000. The purchase includes the 65 Lassie films made since 1954, the new series of 39 films which went into production last June 14 and all rights in the licensing program for the manufacture of various products under the "Lassie" name. Under a separate employment agreement, Robert Maxwell remains as producer of the television film series, with Rudy Abel as associate producer and Peter Frank as assistant producer.

This season's comedy shows appear more conscious of writer credits than ever before, with all upcoming programs carefully listing head writer, if any, as well as previous credits of all writers assigned to the show. The pitch seems to be to impress on newspapermen and reviewers the lineage of the creators of the product on the screen. The Jonathan Winters Show, NBC, Tuesdays, 7:30-7:45pm EDT, starting Oct 2, lists Jack Douglas, Jim Lehner and George Atkins as the writing staff. The Herb Shriner Show, CBS, Tuesdays, 9-9:30pm EDT, also starting Oct 2, will be written by Aaron Rubin, Carroll Moore, Norman Barasch, Ray Kammerman and Herb Shriner. Shriner's show, incidentally, will use twin "bombshells" for its try for a big debut as the comedian will have Jackie Gleason and Red Skelton as opening night guests. The George Gobel Show, NBC, Saturdays, 10-10:30pm EDT, returning Oct 6, will have Al Lewis as the new producer and also head of the same writing staff as last season: Harry Winkler, Howard Leeds and Everett Greenbaum. Tennessee Ernie's new The Ford Show, NBC, Thursdays, 9:30-10pm EDT, starting Oct 4, will be produced and directed by Alan "Bud" Yorkin, and will be written by head writer Mill Manechoff, with Jimmy Allardice and Tommy Adair. The Ford Show will have Cal Kuhl as exec producer, the reason he moved off the Lux Video Theatre staff. Walter Schumann is musical director, with his "Voices of Walter Schumann" (12 men and 8 women) a regular feature, while Harry Geller conducts the orchestra.

ABC increases its coverage of musical America on Oct 12 when The Ray Anthony Show makes its debut, Fridays, 10-11pm EDT, on behalf of the Plymouth Division of Chrysler Corp thru Grant Advertising (although N. W. Ayer is the regular Plymouth agency). Frank Leahy, former Notre Dame football coach, will be host of the program and will handle special sport features.

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The week of Oct 1-7 will be the busiest network TV week of the year as 29 programs make their debuts or return for new seasons. Only two are seasonal sports programs. New programs include The Jonathan Winters Show (NBC, Oct 2); The Brothers (CBS, Oct 2); The Herb Shriner Show (CBS, Oct 2); The Adventures of Hiram Holliday (NBC, Oct 3); Circus (ABC, Oct 4); Wire Service (ABC, Oct 4); Playhouse 90 (CBS, Oct 4); The Ford Show (NBC, Oct 4); West Point (CBS, Oct 5); The Dick Powell-Zane Grey Theatre (CBS, Oct 5), and The Walter Winchell Show (NBC, Oct 5).

When Ernie Kovacs takes over the Monday and Tuesday sections of Tonight starting next Monday, Maureen Arthur will be the first femme vocalist to appear as a tentative regular. Kovacs' regular male vocalist will be Pete Hanley.....Producers' Showcase is loading its cast for its production of Maugham's "The Letter" on Oct 15. In addition to already announced Siobhan McKenna, John Mills and Michael Rennie are set to star under William Wyler's direction. Mills, long an English star, will be making his American live TV debut.....Arthur Godfrey may be starting a new season with new casts, but the tricks are still the familiar Godfrey ones. No one in the Godfrey office "knows" anything about the new Wednesday evening show, although it starts on the air tonight (26). Even the production staff is mostly a state secret..... You'll have to see the program to find out how it all comes out, but CBS East and West are at odds again on program titles. Playhouse 90 purchased Elick Moll's Cosmopolitan magazine short story, "Seidman and Son," and after a while announced that it would be a starring vehicle for Eddie Cantor on Oct 18, with the title changed to "Sizeman and Son". CBS Hollywood announced a further change to "My Son, the Hero," on Sept 18, but last night CBS New York announced cast additions to "Sizeman and Son". It may be that the mail from Hollywood hasn't reached 485 Madison, or maybe another correction notice reversing the original change was issued.

The Screen Actors Guild, in the first of a series of planned actions, served a demand for arbitration of Guild claims for delinquent payments of residual fees for actors of over $100,000, on Roland Reed Productions Inc. and Roland Reed TV Productions. Hal Roach, Jr., as co-producer of two of the series cited in the claims, will be included in the action. The Guild says that re-run payments are due hundreds of actors in 282 episodes of My Little Margie, The Stu Erwin Show (Trouble With Father), Space Ranger and Waterfront. Under the Guild contract with TV film producers, a demand for arbitration is the first step in obtaining a judgement. When the arbitration tribunal hands down a verdict for the Guild, suit will be filed in Superior Court and a judgement rendered. The series named in the demand are in third and fourth run, but the Guild says that no residual payments have been made.

McCadden Productions will produce a pilot next month for Experiment, an anthology series created by Al Simon, for NBC..... George Cahan has been named director of the Adventures of Hiram Holliday, starting with the eighth episode. Phil Rapp, who is also producer and head writer for the series, directed the first seven films..... Transfilm Inc. has plans for producing feature length motion pictures and TV films and has named Gary Stevens to aid in development of future theatrical and TV properties. The TV commercial and industrial film firm also has its sights set on production of Broadway plays and live TV programs.

AFTRA proposals for changes in the network TV code, presented to the nets on Sept 20, not only ask for a straight 20 per cent increase in all basic fees, but also move for changes in many categories affecting variety shows to eliminate fringe abuses of group and chorus entertainers. Among other requested changes is one that will move sportcasters up among the elite of television performers. The proposed changes would eliminate "Class B Sports," with one classification for all sports telecasts, and with $375 set as the minimum fee for a single event and $1000 as the minimum per week of seven events of the same sport. Assistant sportcasters would receive $250 minimum per event under the new code. Among other items of peculiar interest in the list of changes is this proposed addition to Paragraph 37 of the current code:

(MORE)

"All cast credits shall be given slowly enough to be easily read prior to other credits except for Producer, Director and Writer. In the event of a violation of any of the cast credit provisions of this Paragraph the Producer shall pay each performer entitled to cast credits (including over-scale performers) an additional payment of $25.00 and no over-scale payments may be applied against this sum." Many other proposed changes are intended to eliminate abuses prevalent in rehearsals for shows, or at least spell out some provisions so that rehearsal periods are more clearly defined. A practice that has grown in the past couple of years on the commercial side will be covered by a proposed Code paragraph "providing that in the event a sponsor or sponsor's employee or representative renders commercials, an AFTRA performer shall be engaged at no less than the applicable minimum commercial scale for such commercials".

PEOPLE GOING PLACES: Screen Gems, Inc. moved to 711 Fifth Ave., New York 22, N. Y. PL 1-4432.....Jack Smight named regular alternate week director of Climax! after joining CBS in Hollywood as a director.....Ted Fetter named director of the program dept, ABC TV network, effective Oct 1. He has been a CBS producer..... Michelle Cousin will teach the advanced TV script writing course at New York University's Division of General Education this fall.....Tom Dargan appointed program manager for KGW-TV(Portland, Ore).....Philip Frank named a partner and v.p. of Peter Elgar Productions, Inc., N. Y. film commercial firm.

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